

# NATIONAL REAL ESTATE and BUILDING JOURNAL



Perimeter Plan To Save  
A Shopping Center—p. 16

MARCH

1955

HERE AT LAST, IS A PACKAGE HOME WITH

the built-in prestige and design  
that quality builders can be proud to  
put into their finest areas.



at \$30,000

or \$13,000



scholz  
*California contemporary*  
homes

2061 WESTWOOD • TOLEDO 7, OHIO



**N.A.H.B.  
CONVENTION  
Chicago, 1955**

## The talk of the show

Briggs Beautyware "stopped" the show in Chicago with a striking Coral and Gray exhibit featuring new design bathroom fixtures, a new line of color kitchen sinks and a wide range of styling for any type of home.

"Sell Faster with Color" was the Briggs exhibit theme. Architects, Builders, Jobbers and Plumbers responded by the thousands. They stopped, they looked, they asked for complete information about the great 1955 Beautyware line.

Modern contour design, new color styling, advanced engineer-

ing and the economy of the Briggs two-bath package, have made Beautyware the big favorite across the board. And, thanks to a complete national warehousing system, Beautyware is available everywhere in the full range of styles and colors—Coral, Pearl Gray, Sky Blue, Sea Green, Sandstone and White.

1955 promises to be a record year for residential building, and Briggs is honored to have Beautyware made first choice by so many leaders in the building industry.

Briggs Manufacturing Company, Detroit 26, Michigan

**Two bathrooms—a must in every modern home**

*Beautyware by*

**BRIGGS**

# NATIONAL REAL ESTATE and BUILDING JOURNAL

THE MAGAZINE OF HOME MERCHANDISING

VOLUME FIFTY SIX • NUMBER THREE • MARCH • NINETEEN FIFTY FIVE

Cover Photo By  
ROBERT C. CLEVELAND



Published monthly for real estate builders, property managers, and real estate brokers, by Stamatz Publishing Company. Publication offices and general headquarters — 427 Sixth Ave. S.E., Cedar Rapids, Iowa.



Subscription prices: \$5 a year, \$9 two years, \$12 three years in the United States. In Canada, \$6 a year. In all other countries, \$7.50 a year. Single copies 60 cents; back issues except Roster issue \$1. Member, Audit Bureau of Circulations and Associate Business Publications. NATIONAL REAL ESTATE AND BUILDING JOURNAL is entered as second class matter, August, 1942, at the post office, Cedar Rapids, Iowa, under the Act of Congress, March 3, 1879. Copyright 1955, by Stamatz Publishing Company.

## CONTENTS

THE JOURNAL REPORTS	6
PRODUCT PROGRESS	8
FROM JOURNAL READERS	12
EDITORIAL	15
PERIMETER PLAN TO SAVE A SHOPPING CENTER	16
LOYALTY IS A TWO-WAY STREET	19
• By Darrell Holt	
PRACTICAL MODERNIZATION PAYS	20
A WAY TO CHECK AD RESULTS	22
DETROIT REALTOR PROPOSES DIRECT-FLOW PARKING	23
BUYERS WANT BUILT-IN LUXURY	24
LOOKING AT THE RETAIL ADS	26
• By Clyde Bedell	
HE BOOSTS SALES WITH TRADE-INS	27
IMPROVING YOUR MORTGAGE FINANCING METHODS	28
SELLING HOUSES BY SELLING TEAMWORK	32
SHOULD YOU TAKE THE LISTING?	33
HOMES OUR READERS ARE BUILDING	34
PLAN YOUR MOTELS FOR EASY MAINTENANCE	36
THE LAW SAYS	40
• By George F. Anderson	
WHO SHOULD HANDLE CLOSINGS?	41
OVERDEVELOPMENT OF SHOPPING CENTERS THREATENS THE ECONOMY	43
• By Arthur Rubloff	
AMONG OURSELVES	44
CONSULT THESE SPECIALISTS	45

## PREVIEWS OF COMING ISSUES

April will bring the biggest issue of the JOURNAL ever: An expanded editorial section designed to provide you with expert opinions on many phases of real estate . . . the Annual Roster of Realtors — the 36th — listing every Realtor in the world, every local board . . . information about NAREB and its institutes and societies . . . commission rates, percentage lease tables, housing statistics . . . Coming off the presses April 5th — watch for it! If your subscription expires with this issue, renew today so as not to miss this important number. Extra copies will be available; write for rates.





Bedroom and kitchen, den and hall—these are locations  
where home buyers are sure to want telephone outlets.  
And they'll want the wires concealed—a good reason  
for including telephone conduits in all the homes you build.

Your Bell telephone company will be glad to help you work out economical conduit installations.

Just call your nearest business office. **BELL TELEPHONE SYSTEM**



# THE JOURNAL REPORTS



## Another Increase in Housing Starts

Comparing January 1955 with January 1954, there was a 34% increase in residential construction expenditures. Total new construction expenditures, comparing the same two months, increased 13%. Projection of these figures indicates a record \$40 billion year in 1955. The 87,800 starts are an all-time record for January, and 33% over the January 1954 total of 65,100.

Although most predictions are for a tightening of mortgage money in the next few months, a spot check by JOURNAL editors indicates mortgage money is still relatively easy to get.

FHA and VA are showing signs of tightening up, but there appears to be plenty of conventional loan money available.

## What Road Building Program Will Mean

The new government publication, *Construction Review*, presents a picture of the impact the proposed \$100 billion road building program will have on the construction labor supply.

Even allowing for improvements in construction methods, the program will require  $2\frac{1}{4}$  times more highway construction employment by 1960 than is needed at present. The demand for carpenters will rise from 22,500 now to 36,000 in 1957, and to 51,500 by 1960. The article continues, "The demand for construction laborers is expected to increase from the 1954 average of 80,000 to 115,000 in 1957 and 140,000 at the program's peak."

## National Study Shows Vacancies Up Slightly

A NAREB survey in 44 states indicates a moderate increase in the number of vacancies. Only a handful of communities face vacancy rates of over 5%, while 78% of those surveyed reported vacancies at 2% or less.

Vacancies in multi-family dwellings seem to be running at about the same rate, although some of the larger cities show vacancy percentages of three or more.

## FNMA Offers \$2 Billion In Home Mortgages

The Federal National Mortgage Association lists over \$2 billion in government-owned residential mortgages for sale to private investors, including 88,000 FHA (totalling \$750 million) and 244,000 VA (valued at \$1.6 billion).

Investors may obtain lists of mortgages — by type of mortgage and locality — and select those mortgages they wish to purchase. These purchases are contrasted by FNMA with those requiring the purchaser to buy a complete package deal.

"Fannie May," by the way, has just entered its eighteenth year of operation. Since its beginning in 1938, the agency has purchased 600,000 mortgages, totaling \$4.5 billion. As of December 31, FNMA had 339,000 mortgages, valued at \$2.4 billion.

## Factory Movement to Suburbs Continues

A U. S. Department of Labor study shows that more than 50% of all factory building activity between January and August of last year took place in suburban areas. Less than 25% of this construction went up in the central cities of metropolitan areas.

Suburban areas also got a 20% slice of office building construction, as well as 60% of private housing construction.

The impact of all this is still largely unknown, and national statistics on the location of industrial construction have been compiled only since January, 1954. As yet there is no basis for comparison, and the bare figures for last year may be somewhat misleading.

## Important Housing Bills Before Congress

Probably the most important legislation pending before the Congress concerns interest rates on VA loans. Representatives Patman (Texas) and Rains (Alabama), both Democrats, are sponsoring bills to limit interest rates to a maximum of 4%.

Senator John Sparkman, Democrat of Alabama, is sponsoring a bill to extend the VA's loan guaranty program three years beyond the present expiration date, for both World War II and Korean veterans.

## Housing Research Village Planned

Grand Rapids, Michigan will be the location of a \$2 million housing research village to be jointly sponsored by NAHB and a Grand Rapids civic and industrial group.

The village will contain 50 houses, ranging from medium to high price, and each house will be completely furnished and decorated. All different kinds of designs, materials and construction will be used, but the houses will not be lived in.

Construction of the first 25 houses will begin next year, with five more houses erected each year thereafter. Plans also include replacing about five houses each year so that up-to-date ideas can be tested regularly.

## Eminent Domain — A Controversy

The controversial subject of eminent domain powers of agencies dealing with slum clearance and redevelopment projects is the basis for a new Realtors' Washington Committee policy statement:

"While we recognize the exercise of the power of eminent domain as essential to an effective program of slum clearance and neighborhood conservation, we deplore current efforts to widen the scope of the power of eminent domain in accordance with the aesthetic and spiritual tastes of government redevelopment agencies far beyond the interests of the public health, safety, and morals. We urge the Congress and state legislatures to prescribe appropriate limits on the authority of public agencies to condemn land for slum clearance and neighborhood conservation."

# If you sell in select communities you will profit most with **moderns**

THE "FAIRLANE"



THE "MANOR"



THE "BRENTWOOD"



THE "COURTLY"



THE "CAPRI"



THE "WINDSOR"



—because Modern Homes are obviously *designed* for the prospect whose special interest is quality. Each is fabricated with precision, of the finest materials exclusively!

—because association with a Modern builder-dealer means *volume* for you. The builder-dealer's capital investment turns over faster, yields you a profit "harvest" every time!

—because Modern Homes are *architect-designed* . . . for efficient erection, smart good looks, easiest lot orientation, fashionable decoration and landscaping.

—because Moderns are exceptionally salable, for many reasons—including such all-new dramatic features as power-operated windows and sound-conditioning!

—because Modern Homes are exclusively franchised, to protect Modern dealers and realtors and guarantee the highest standards. You are backed by national advertising and quality literature.

If you build as well as sell, these benefits are doubly important. If you are interested in *quality* volume, look for a Modern Homes association. Modern Homes Corporation, 14507 West Warren Avenue, Dearborn, Mich.

## modern homes



Modern Homes Corporation  
Dearborn, Michigan • Port Jervis, New York

## Product Progress

### Designed For Larger Homes

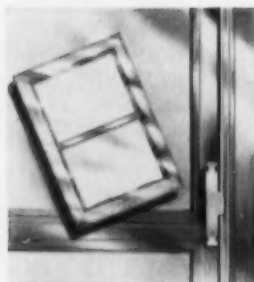
3-1



Claimed to be the largest packaged air-source heat pump on the market, this new G-E "Weathertron" (98B) features a completely sealed hermetic refrigeration system warranted for five years. Manufactured by General Electric Company's Weathertron Department in Bloomfield, New Jersey, it is powered by two modulated 5 h. p. compressors and will handle up to 3000 cubic feet of air per minute. Air-source heat pumps, using only electricity, extract heat from indoor air in summer and pump it outside the home or commercial building. In winter, they reverse themselves automatically, pumping heat from the outdoors into the home or building.

### Storm Combination Window

3-2



This all-aluminum storm combination window manufactured by the Security Storm and Sash Company of Detroit, incorporates many design features which promote greater ease of handling, longer service life, and trouble-free operation, claims the manufacturer. Principal of these is a window panel retaining clip that provides continuous dry lubrication to the window panels by means of a tenite guide, and assures easy window operation in all kinds of weather.

#### Handy Inquiry Form

NATIONAL REAL ESTATE AND BUILDING JOURNAL  
427 Sixth Avenue S.E.  
Cedar Rapids, Iowa

I want to know more about the items checked below.  
Please see that complete information is sent to me without cost or obligation.

3-1 \_\_\_\_\_ 3-2 \_\_\_\_\_ 3-3 \_\_\_\_\_ 3-4 \_\_\_\_\_ 3-5 \_\_\_\_\_  
3-6 \_\_\_\_\_ 3-7 \_\_\_\_\_ 3-8 \_\_\_\_\_ 3-9 \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_

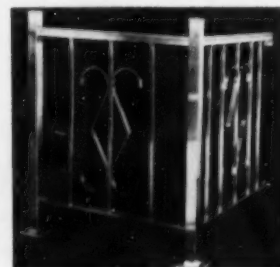
Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

### New Aluminum Railing

3-3

Decorail, something new in aluminum porch rails, is a development of St. Louis Industries, St. Louis, Missouri.



Individual parts such as spindles, post, flanges, caps and scrolls are machined and ready for assembly. Top and bottom rails are extruded aluminum, supplied in 16 foot lengths and must only be sawed to proper length before installing. Decorail comes in a satin finish that will

not rust or stain and can be purchased as a lifetime installation, the manufacturer says.

### Reversible Door

3-4

This new type institutional door is said to combine the economy and lightness of the hollow core door with the heavy blocking necessary to accommodate institutional hardware. It's made by General Plywood Corporation, Louisville, Kentucky. The top and bottom rails are ten inches wide. An extra center cross rail and two 40-inch lock blocks furnish space for installing panic bars, large locksets and heavy door pulls. Lightness is achieved with a core of cylindrical fiber columns, while heavy duty strength is maintained through the use of three-ply balanced face panels, hot plate pressed with core into one integral unit.



### Protection From Unwanted Callers

3-5

Manufactured by Cable Electric Products, Inc., Providence, Rhode Island, this new Snapit Vu-All non-electric door chime permits residents of apartments and homes to see who is calling without being seen by the caller. The Vu-All is completely mechanical and no wires, transformers, or batteries are needed. The wide angle viewing lens, incorporated in a concealed viewing tube, brings a caller within view even



though he be tall or short, in front of or to the side of the lens. A melodious double-tone announces the caller. The Vu-All can be mounted on any wood or metal door  $\frac{3}{8}$  to  $1\frac{1}{4}$  inches thick.

### All About Floors

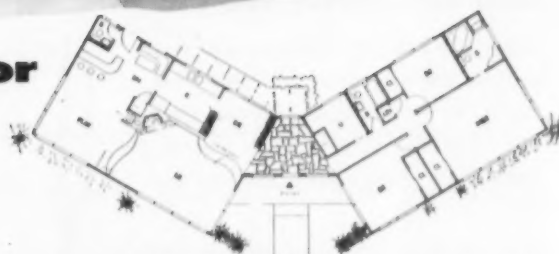
3-6

Copies of a 24-page brochure on "Floors and Floor Problems" may be had by writing to The Tremco Manufacturing Company, 8701 Kinsman Road, Cleveland, Ohio. The brochure is illustrated by photographs, drawings and diagrams, and explores such subjects as the various types of floors, how they





**Buyers are waiting for**



featuring **ZONED LIVING** . . . the dramatic home planning idea that is capturing the imagination of America . . . in BEST's beautiful new *Starlyte* Home.

## **EASY TO BUILD . . . EASIER TO SELL!**

Never before have you been able to offer your buyers so much for their money! Years-ahead design and fabrication methods make possible the outstanding beauty and quality construction of BEST homes . . . at far less than the cost of local construction.

All BEST homes are precision-cut and fabricated in pneumatically controlled jigs, with 2 x 4 studding on 16" centers. No. 1 kiln-dried Douglas fir dimension lumber is

used, along with 10-cycle plywood and toxic-treated, termite-proofed bottom plates. Sheetrock and plywood are nailed *and glued* to the studding. This top quality 90% BEST precision fabrication really pays off when it comes to closing sales.

In recognition of their quality and customer appeal, in many areas BEST homes have unusually high commitment and loan values.



**BEST** homes are built in a wide range of styles and sizes . . . including this surprisingly low-priced 3-bedroom *Peorian* model.

**GET ALL THE FACTS** about BEST homes and "Operation Opportunity" . . . our new sales and promotion program that's the talk of the trade. Mail this coupon today!

.....

• **BEST HOMES, Effingham, Illinois** C-81

• Attention: Mr. W. G. Best, President

• Please send me details on the new BEST selling plan, "Operation Opportunity."

• Name.....

• Business Address.....

• City..... State.....

## It's the **SUPRA** KEY LOCK Best by Test

**WHY** Rush for keys while customers wait?

**WHY** Try remembering all the keys?

**WHY** Have keys all over the place?



### Keep Keys Where You Use Them

Use SUPRA Keys Locks. Lock your keys on the door latch, porch railing, fence, or on faucets. Never again say, "I would like to show you this house, but I don't have that key with me."

A SUPRA Key Lock is simple, secure, economical. Write us today for details. Give your clients that SUPRA Service.

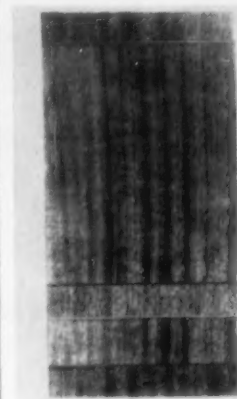
**SUPRA Supply** Box 1775 Salem, Oregon Patent Pending



are built, what factors enter into their deterioration, and how floor troubles can be diagnosed and treated.

### Self-Trimming Wall Panels

3-7



This newest addition in wall paneling design, manufactured by Jasper Wood Products Company of Jasper, Indiana, is called "Trimkraft." Three 8-inch overlays extend across the full width of each panel achieving an extra-dimensional effect which is desirable for many types of installations. The panels are 4 feet wide by 8 feet in height and are constructed of 3-ply genuine hardwood throughout. Panels can be nailed directly to two-by-fours in new construction, or nailed

to furring strips on older walls. Choice of facings includes veneers of striped African mahogany, plain sliced walnut, mellowtone birch, and native oak.

### Meant For Each Other

3-8



The Clim-Twins, a new year-round air conditioning system, is manufactured by Peerless Furnace and Foundry, Inc., Indianapolis, Indiana and Round Oak Co., Inc., of Dowagiac, Michigan. The twin units, which may be installed separately, are pre-wired and pre-assembled. A new automatic changeover to heating and cooling has been provided and dual thermostats give complete "upstairs" control. The cooling

system is water-cooled and the heating unit is designed for oil or all types of gas. Two models are available, 2-ton and 3-ton capacity.

### The "Twodor"

3-9



Here is a new type combination wood storm and screen door manufactured by Yield House, North Conway, New Hampshire. Ideal for all colonial, ranch or modern homes, the manufacturer claims it will not sag or come apart. It is constructed of sturdy cross panels, mortise-tenon and spotted joints and waterproof glue throughout. Solid, kiln-dried pine, standard 1 1/8 inch thick is used and the screen wire is aluminum. Quick change glass and screen panels are locked tight with special fasteners. The doors are shipped completely sanded with directions for installing, painting and finishing. (Hardware not included.) Fits all standard size door openings.

A place for everything — everything in place with  
For letter files 9 x 12 Jr. Size "Deal Saver" For legal files 10 x 15 Sr. Size

9c

**FILE ENVELOPES**  
FOR REALTORS

10c

- Progress of deal instantly visible
- No hunting for mislaid papers
- Nothing omitted — nothing neglected
- Printed check list covers every item

"USED BY REALTORS IN 48 STATES AND CANADA"

Special Introductory Offer  
(Initial order only)

25 EITHER SIZE \$2

Postpaid Anywhere

Satisfaction or Money  
Back Guaranteed  
on any quantity



"Deal Savers" make my work easy!

We ship Railway Express Charges collect unless otherwise requested

LINCOLN PRESS, 407 E. 4th St., Royal Oak, Mich.

Ship us "Deal Saver, Jr." at 9 cents each Lots of 100 only

Ship us "Deal Saver, Sr." at 10 cents each please

Ship us 25 size at \$2.00 (introductory offer—postpaid)

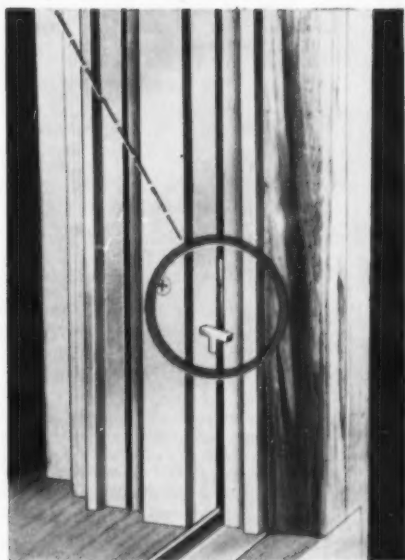
Send free sample of size Deal Saver ☐

Check for \$ enclosed

NAME

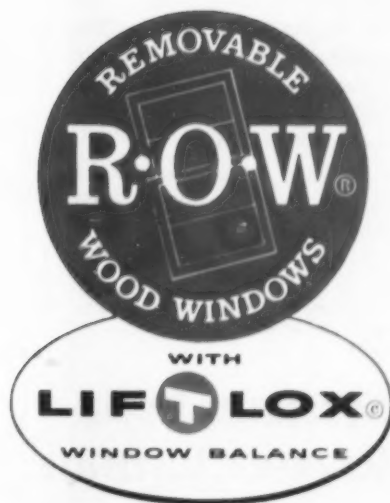
ADDRESS

# THE GREAT NEW LIFTLOX WINDOW BALANCE



**THE MOST IMPORTANT  
WINDOW IMPROVEMENT  
IN 50 YEARS!**

- FINGER PRESSURE RAISES OR LOWERS SASH!
- SASH LIFT OUT ENTIRELY! NO TAPES TO UNHOOK! NOTHING TO ADJUST!
- SELF-CONTAINED LIFTLOX WINDOW BALANCE "LOCKS" AUTOMATICALLY WHEN SASH IS REMOVED!



R·O·W is the registered trade-mark of the R·O·W, Sales Co.

**R·O·W SALES CO. 1342 ACADEMY AVE.  
FERNDAL, MICHIGAN**

# More houses UP. More owners IN. in record time!



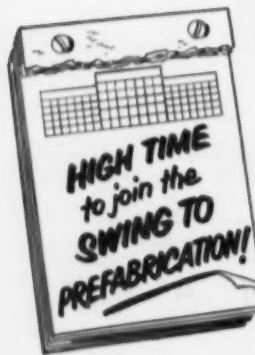
By switching from conventional to prefabricated construction, home builders who formerly limited themselves to selling a few houses a year today are putting them up by the score.

More houses up means more profits for you. You can determine accurately what your costs will be and, at the same time, offer the buyer "more house for the money".

Prefabrication offers you cost control, faster starts, shorter on-site erection time, quicker completions. Give yourself these competitive advantages . . . give the buyer advantages of fine architecture, the last word in living comfort and more investment security. You can do it with prefabrication.

*Write for a list of home prefabricators and learn the advantages of a dealership.*

Subscribe now to "PF", the official monthly journal of PHMI. Keeps you fully informed of new opportunities in this fast growing field. \$3 a year.



## PREFABRICATED HOME MANUFACTURERS' INSTITUTE



934-20th Street, N.W.  
Washington 6, D.C.

### From Journal Readers

#### Prefab Issue

"We enjoyed very much the first issue of the JOURNAL. It is very complete and is enthusiastically read by all of our salesmen. We feel that your information on prefab homes has given us an out on 35 building lots which we own and could not build on under regular methods."

Fred W. Poorbaugh  
Empire Realty Company  
Albuquerque, New Mexico

"We would like to compliment you on the excellent issue of October, 1954. The special report on prefabrication is an admirable edition to all contractors."

"Please send us twelve copies as we would like to distribute them among local builders."

R. L. Ryan  
Los Angeles

#### Orchids

"Thanks — A fine publication worth every cent."

Bob Reamy  
Colorado Springs

"Your publication is of the best!"

Thomas Shaheen  
Compton, California

"Your magazine and pamphlets are great. I especially appreciate 'Anderson's Open Forum.'"

Bob Bruce  
Los Angeles

"We subscribe to other real estate, building and mortgage magazines, but after reading yours we would like to have it regularly at our office."

P & M Realty Co.  
Paul and Maude Perrier  
Whitman, Massachusetts

"I like your magazine better than any business journal I get."

A. J. Hunt  
Nashville, Tennessee

"Your magazine is worth double its price. Everyone in the real estate business could profit by the wealth of information contained in it."

Paul F. Perrier  
P & M Realty Co.  
Whitman, Massachusetts

"We are long-time subscribers to your very fine magazine and every department of your JOURNAL is read with interest by someone in our organization."

"Keep turning out the fine magazine you are now producing. We enjoy reading every issue."

H. C. Walther  
Strout Realty Co.  
New York, New York

"After going over the last issue of your magazine, I find that it certainly would be unwise for us not to renew our subscription. Accordingly, will you please continue sending us the magazine and bill us for another year's subscription."

Gerald N. Bowne  
Mang and Bowne Agency, Inc.  
Sidney, New York

"In the two and a half years I have subscribed to the JOURNAL, there have been many helpful and informative articles. Those which concerned the opera-



tions and procedure of others in the business are my favorites because, I think everyone is interested in how the other fellow tackles his problems, even though each of us might have his own solution.

"During this period of time a few of my JOURNAL issues have disappeared. It has been my custom to save them and use certain articles for training new men. Would you kindly send me back issues for April and August, 1953, and June, 1954."

Clarence I. Dillman, Jr.  
Milwaukee, Wisconsin

"I wouldn't be without the JOURNAL. You do a marvelous job. I use the JOURNAL all the time and have for many years."

Howell Watson  
Dallas, Texas

## On Sale Agreements

Dear Legal Editor:

Enclosed is a copy of an "Agreement for Sale of Real Estate" (contract) in common use in this portion of the State of California.

Under paragraph 4 of the agreement it states that: "This agreement is not assignable in whole or in part, either by operation of law, or otherwise, without the prior consent of the seller."

Would the drawing of a second contract between the buyer under the first contract and a new buyer under a second contract constitute violation of the contract and subject the seller under the second contract to legal prosecution?

The above is being practised by nearly every office in this area and, so far, there has been no difficulty in their transactions. However, there is always a first time. Please let us know your interpretation of this clause in the contract.

Sturgis & Murzyn Realty  
Seaside, California

An Installment Contract contains the following provision: "That this agreement is not assignable in whole or in part, either by operation of law or otherwise, without the prior written consent of the seller."

If the buyer enters into a contract to sell the property, is this a violation of the prohibition?

There are a few cases holding that this is not a violation according to my memory, but it is not commented on in any of the modern text books on contracts, and I'd be afraid to take a chance on it. I would say that it would probably be treated as a "blind" for an assignment.



## Special FREE-EXAMINATION Certificate for Readers of National Real Estate Journal

PRENTICE-HALL, Inc., Dept. M-NR-355  
Englewood Cliffs, New Jersey

Please send me a Free-Examination Copy of THE SALESMAN'S COMPLETE IDEAS HANDBOOK. Within 10 days, I will either remit \$4.95 plus postage, or return the book and owe nothing.

Name

Address

City  Zone  State

## Mail This Certificate for a FREE TRIAL Copy of The Salesman's Complete Ideas Handbook Increase Your Earnings by Using the 1,000 GREATEST SALES IDEAS Ever Developed!

Suppose you could call together 1,000 of the best salesmen in this country... and suppose that each of them gave you his best selling idea—for locating prospects, making presentations, handling objections, closing sales. What would these 1,000 ideas be worth to you? What would even ONE idea be worth?

Chances are the ideas would be worth many thousands of dollars to you—IF you had the time to collect them. Well, the job has been done for you. Emille Raux, nationally known sales consultant and author, has gathered the 1,000 best sales ideas ever devised, and placed them between the covers of what we consider the greatest selling book ever published—THE SALESMAN'S COMPLETE IDEAS HANDBOOK.

What's more, it won't cost you a penny to see these ideas—actually use them in your sales calls for the next 10 days! Just fill in and mail your certificate above for a FREE-TRIAL copy of the HANDBOOK.

Remember, these are practical, workable IDEAS—not sermons or dissertations. You'll find no theorizing, no inspirational mumbo-jumbo. Instead, you'll get tested techniques... actual methods that have worked in hundreds of specific selling situations. You'll see WHAT to say... WHAT to do... WHEN to say it... and WHEN to do it.

### What Users Say:

J. W. Pierce, Consolidated Business Systems, Inc., New York, New York, says: "This book is a 'must' for every salesman. I predict it will soon be recognized as the salesman's Bible. You can open it to any page and find an idea that will help you make more sales."

Harrison B. Taylor, Supervisor of Dale Carnegie Course, Houston, Texas, says: "This book is a 'must' for every salesman. I predict it will soon be recognized as the salesman's Bible. You can open it to any page and find an idea that will help you make more sales."

A. H. Rosenthal, The Hoover Co., Fort Worth, Texas, says: "This book is rich with examples and experiences of successful selling techniques. I can heartily recommend it to every salesman and sales executive interested in increasing his sales."

Joe Nadler, Binzwanger & Co., Inc., Richmond, Va., says: "There is no limit to what a real, creative salesman can do—no limit to his sales or earnings. If you have the desire to become a finer, more forceful, more successful salesman—study this book!"

A. N. Sears, VP & Dir. of Sales, Remington-Rand, Inc., New York, N. Y., says: "Any salesman who isn't earning enough today will find that \$4.95 invested in this book is the best investment he ever made."

William F. Wrightneer, Dir. of Training, Tire Division, United States Rubber Co., New York, N. Y., says: "A sure-fire money-maker—a daily source of sales ideas that will work for you!"

### HERE'S JUST A SMALL SAMPLE OF THE 1,000 MONEY-MAKING IDEAS IN THE BOOK

- 22 techniques for handling price objections
- 75 ideas for showing customers more and telling less
- 83 power words that persuade buyers to buy
- 56 ways to show customers hidden values that make sales
- 10 big complaints customers have against salesmen and how to avoid them
- How one simple closing technique increased sales 25% for a crackerjack salesman
- How a veteran salesman asks his customer's opinion—and gets the customer to sell himself
- 113 ideas for holding customers longer, making repeat sales
- 31 do's and don'ts for planning presentations
- 35 ideas for putting your story across
- 5 simple techniques for developing a dependable memory
- 67 tips on how to increase your work output without increasing your work
- 33 ways to avoid "talking yourself out of the sale"
- 25 ideas for getting on the buyer's "blind side"—overcoming his instinctive "NO" to everything
- How to make the prospect think of quality instead of price
- How one big-time salesman guarantees himself a constant store of enthusiasm
- 43 plans for outsmarting competition
- 73 ideas for turning objections into sales
- 12 tested techniques for staging a better presentation

These are simply a few of the 1,000 sharp-edged tools that will increase the sales and commissions of any salesman willing to try them out. For the SALESMAN'S COMPLETE IDEAS HANDBOOK contains shrewd guidance of a lifetime of selling experience—more than most salesmen could possibly know about. And each idea is as practical and down-to-earth as a dollar bill... each idea is potentially worth HUNDREDS of dollars in your pocket.

### TRY THESE IDEAS AT OUR EXPENSE

If you'll fill in and mail the certificate above, we'll send you a copy of THE SALESMAN'S COMPLETE IDEAS HANDBOOK for 10 full days FREE EXAMINATION. Use the ideas in your daily work... take notes if you wish. If the book hasn't paid for itself a dozen times over in the short space of 10 days, return it without any cost or obligation whatsoever. But if you decide that you can't do without this gold mine of ideas, send us only \$4.95 plus postage.

Don't pass up this guaranteed opportunity. It costs you nothing to see and use these 1,000 ideas, so mail your certificate today.

PRENTICE-HALL, Inc., Dept. M-NR-355  
Englewood Cliffs, New Jersey

# You, too, get "So Much More" from National Homes!

## So Much More In Designs

The all-new 1955 National homes, created by the famous architect Charles M. Goodman, AIA, with color styling by the noted authority Beatrice West, achieve an all-time high in beauty.

## So Much More In Value

Unequalled buying power plus revolutionary assembly-line methods enable National Homes to offer far more house for far less money. The same high quality "brand name" materials are used in all National homes regardless of the price range.

## So Much More In Pre-selling

Tremendous prestige and public acceptance for the National Homes name have been created by advertising regularly in LIFE, BETTER HOMES & GARDENS, and many other leading magazines—more than all other producers combined.

## So Much More In Promotion

The ad illustrated here is just one of many promoting our Spring Open House. Over 60,000,000 full-color reader impressions, plus large local ads wherever National Homes Open Houses are being held, insure a most successful operation.

## So Much More In Service

Builders of National Homes get expert counsel on land acquisition, site planning, financing, local advertising and sales—a complete personal service.

Be sure to read the feature article on National Homes in March "Woman's Home Companion"

## You Get So Much More from National Homes!



See for Yourself at  
**NATION-WIDE OPEN HOUSE!**

*So Much More* in new designs... thirty-two new floor plans by National's master architect, Charles M. Goodman, AIA... abundant floor-to-ceiling closets and storage space—big kitchens with efficient layouts—also roominess all through the house!

*So Much More* in the precision of National's engineered construction... every detail from roof-edge to finish! So much more in top grade material—from kiln-dried lumber to the last coat of paint specified for more in structural strength of completed house!

See your National Homes Builder-Dealer now!  
**NO DOWN PAYMENT for Veterans in many areas!**  
Amortize low down payment for non-veterans—monthly payments optional.

*Seeing is Believing!*

**Nation-wide OPEN HOUSE** Showing Starts February 26th...  
Watch local paper for time and location



The brilliant new 1955 "Custom-Lite" features carpet, enclosed patio, ground for you! Spacious living room has glass wall overlooking patio. Look in yellow pages of phone book under "Building" for nearest National builder-dealer or write National Homes, Dept. FC-15, Lafayette, Ind., for details of all 1955 models.

## ...all adding up to So Much More **Volume-Profit** for You!

In hundreds of cities, National Homes builder-dealers are now cashing in on our Spring Promotion. They're reaping the harvest of pre-sold prospects, by offering so much more in beauty, comfort, value.

If you, Mr. Home Builder, have been wondering where you will go this year—consider going NATIONAL! Write for the franchise facts!

NATIONAL HOMES CORPORATION • Lafayette, Ind.

This full-page, full-color ad appears in current issues of:

**LIFE**

**POST**

**Better Homes and Gardens**

**GOOD HOUSEKEEPING**

and many other leading magazines

ONE OUT OF EVERY 48 HOMES BEING BUILT IN  
AMERICA TODAY IS PRODUCED BY . . .



© 1955 N.H.C.

## Your Stake in the Colorado Court Test • • • • •

**Y**OU, as a real estate executive, can't prepare a lease. That's what certain Colorado attorneys contend! They've taken the fight to the courts and have won the first round.

If the district judge's decision is held up in the state supreme court, Colorado licensed brokers would not legally be permitted to prepare for other persons such forms as deeds, trust deeds, mortgages, promissory notes, notices to vacate or to pay rent. Even if they have an attorney in their employ, he would not be allowed to prepare such documents. The only legal form brokers would be allowed to fill in would be an earnest money contract.

Here are the facts of the case: The state and Denver bar associations have brought five actions against three prominent Realtors and two title insurance companies charging illegal practice of law in filling out practically every kind of real estate form. Although the plaintiffs won the district round, the judge granted a three-month enforcement delay to give the defendants time to appeal to the supreme court.

The seriousness of this case cannot be over-emphasized. Think how it would affect your business if you had to call in an attorney every time you had to prepare a lease, or a demand to pay rent, or a notice to vacate, or a trust deed.

And would attorneys like it? We doubt it. Realtors' hours would often be considered strange to an attorney. What lawyer would enjoy being interrupted outside his office hours to help a tenant fill in a lease form?

The facts are that many attorneys don't like it, not only from the standpoint of being called upon at odd hours, but also because of the sheer quantity of such transactions for which their services would be required.

Certainly you must use attorneys for many types of real estate transactions. And Colorado licensed brokers have been following a rigid practice in this respect. Where the consideration is large, for example, officials always insist that both buyer and seller engage attorneys and that they follow every step of the transaction and be present at the closing.

On the other side of the fence, experienced Colorado attorneys place implicit confidence in reputable real estate men in the filling in of simple real estate forms. They even recommend to their clients those brokers with whom they can deal without the need of an examining attorney.

In at least two other states, similar actions have been tested. The supreme court of Minnesota says:

"We do not think the possible harm which might come to the public from the rare instances of defective conveyances in such transactions is sufficient to outweigh the great public inconvenience which would follow if it were necessary to call in a lawyer to draft these simple instruments."

The supreme court of Missouri says:

"... general warranty deed and trust deed forms are so standardized that to complete them for usual transactions requires only ordinary intelligence rather than legal training."

If the Colorado test case is upheld, it will set a dangerous precedent for the entire real estate industry. Similar actions would crop up in other states. If you, as a licensed broker, had to call in a lawyer each time you had to fill in a simple form, you'd indeed find it difficult to stay in business.

What can you do about it?

Familiarize yourself with the laws of your state covering the practice of real estate. Make certain you, as an individual licensee, abide by them. Bring pressure on questionable practices by other brokers. Then work very closely with your local bar association to iron out any complaints before they become court actions.

### *Publisher*

HERBERT S. STAMATS

### *Editorial Director*

RALPH H. CLEMENTS

### *Editor and Business Manager*

BOB FAWCETT

### *Managing Editor*

ROGER C. LAKEY

### *Associate Editors*

ROBERT L. PAYTON

LEONARD M. NOHR

### *Editorial Assistant*

LOUISE E. EICKE

### *Field Editors*

Ray J. Walther Eugene D. Bengard

*Tax Editor:* E. H. Welter

*Legal Editor:* George F. Anderson

### *Contributing Editors*

Earl B. Teckemeyer, Jack Stark, Sam Russell

### *Art and Layout*

Donna Hahn, director; Vivian Ives, Jack Hines, Betty Fredericks, assistants

### *Advertising Service Manager*

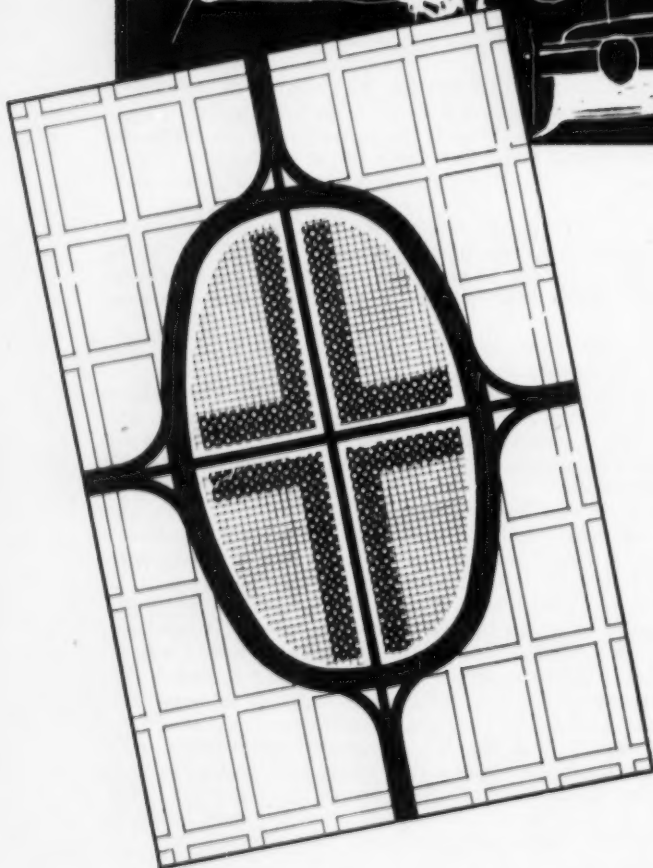
Louise E. Eicke

*Circulation Manager:* EDINA KIECKSE

*Production:* Roger C. Hawley

*Roger Lakey*





Traffic perimeter is a one-way circle around the center. It would use existing streets wherever possible. Two streets cutting through the center would be limited to mass transit vehicles. The four corners would be cleared for parking areas. Shaded areas along main arterials would be stores and shops.

## “Perimeter Plan”

MUCH emphasis has been put on new shopping centers. But there's one area that's generally ignored—that of the existing shopping center. Many are on the downgrade.

One of these shopping centers, Englewood Plaza, at 63rd and Halsted in Chicago, has been studied to see what its future might be. On the basis of the study, made by the Real Estate Research Corporation for the Chicago Plan Commission, a plan for renewing this entire shopping area has been developed. It's worth the attention of every Realtor concerned with commercial property.

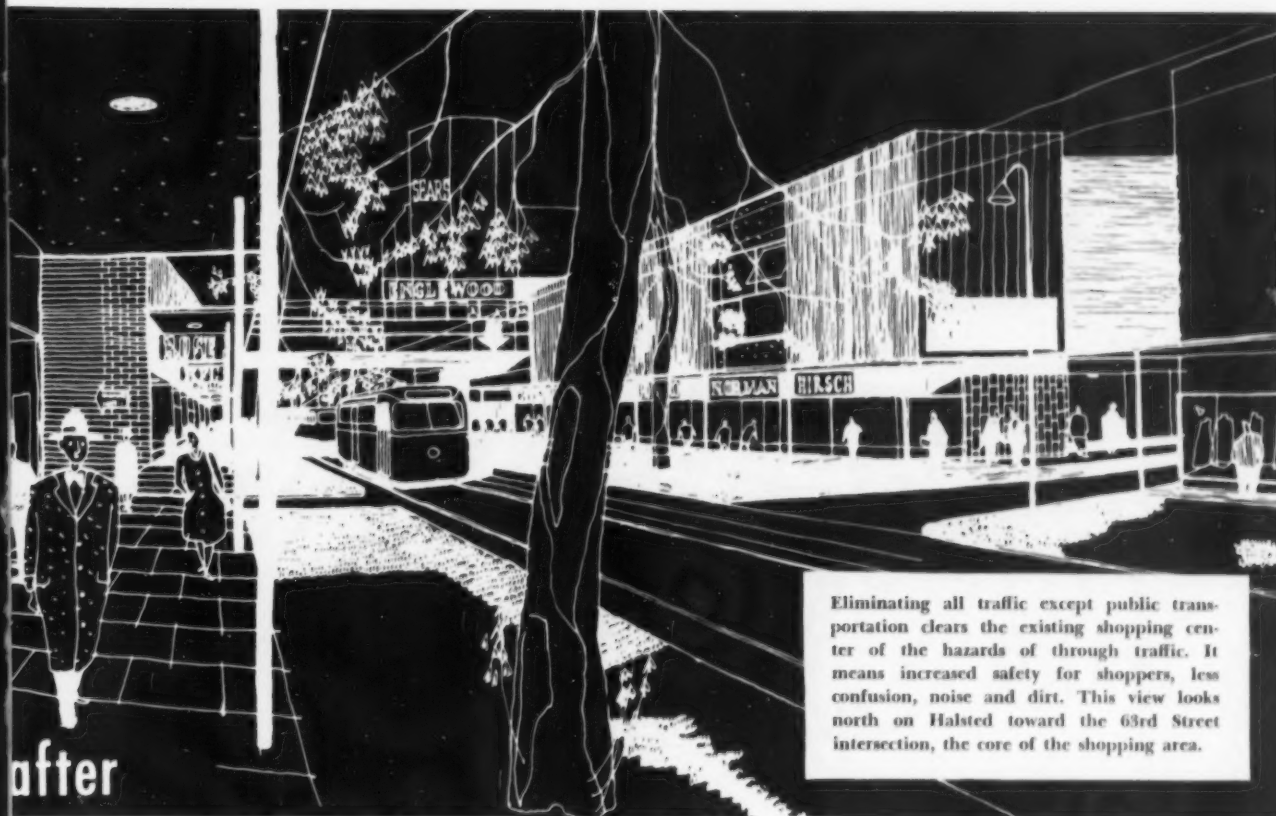
Like many shopping areas in large cities, Englewood Plaza is out of date in a lot of ways. Its growth has been disorganized. Now it faces a doubtful future.

Inadequate parking, a mixture of residential and commercial property, shifts in population, insufficient land and floor space — all these things add up to a real threat to the economic health of the area.

Now a solution has been offered — the so-called “Perimeter Plan.”

Essentially, the Perimeter Plan involves routing





Eliminating all traffic except public transportation clears the existing shopping center of the hazards of through traffic. It means increased safety for shoppers, less confusion, noise and dirt. This view looks north on Halsted toward the 63rd Street intersection, the core of the shopping area.

## to Save a Shopping Center

Chicago's Englewood Plaza faces a dim future as a major shopping area. It is typical of older centers which are on the downgrade in many major cities. To give it a revitalizing shot in the arm, a Chicago research corporation offers the "Perimeter Plan" as a solution.

all through traffic on a new "traffic perimeter" or thoroughfare around the shopping center, eliminating private vehicular traffic inside the perimeter. It means clearing the residential and other non-shopping structures inside the perimeter for off-street parking and service, and providing skillful architectural treatment throughout.

There are five basic goals in mind:

- 1) Provide parking.
- 2) Relieve traffic congestion and minimize hazards to pedestrians inside the center.
- 3) Eliminate non-shopping land use within the center.
- 4) Replace architectural ugliness with beauty through cooperative action on redesign of signs, fa-

cades, and provision of open space.

- 5) Protect adjacent neighborhoods by setting the center apart from residential areas, providing adequate trafficways into the shopping area, and providing ample parking space within the center.

These are common goals in planning any shopping center. But in renewing an existing center they mean overcoming obstacles that seem in some cases to be insurmountable.

For example, completion of the plan would require clearing away 814 dwelling structures and relocating the 2,800 people now living in them.

The cost of the land and property, demolishing all unwanted structures, and improving the sites (for parking areas), is estimated at \$6,500,000.



What could be in store for Englewood Plaza is clear from this artist's conception of the completed plan. Expanded parking facilities could be obtained by building parking garages on

parking sites. Aim is to make maximum use of available land, and still have room for adjustment in the future. Present population density of this area is past a safe maximum.

Along another line, it has to be determined whether the re-routing of existing streets and constructing the perimeter traffic-way can be done under existing law. It has to be determined whether automobile traffic can be legally excluded from the center itself, since existing streets permit unrestricted traffic.

And unless gasoline revenues can be used for constructing the perimeter, the cost would be altogether out of reach.

These are samples of the kinds of problems faced by Englewood Plaza. Is it worth it?

Estimates of current business run just under \$150 million. By using the Perimeter Plan, that business would increase to an estimated \$165 million annually in the next 20 years.

This is impressive enough, without considering what would happen to that business volume if nothing were done to meet and correct the situation that now exists.

By analyzing the area of "suction" into Englewood Plaza, and those things that act against the center, researchers find there is no real danger from other centers if the Plaza solves its present problems.

Developing Englewood Plaza along the lines of the Perimeter Plan would hurt the scattered shopping areas near it. But even this would be favorable, because these areas are mixtures of commercial and

residential properties — in other words, areas where neighborhoods are deteriorating.

The plan wouldn't affect neighborhood stores, since these stores depend on regular "convenience" trade, trade which makes up only a small part of the total Plaza volume.

There are a number of problems not touched by the study which might effect the long-range success of the Plan. The Plan assumes high automobile traffic, which is natural enough. But to attract shoppers from a wide area means main arteries in reasonably good condition, and Chicago has been as lax in maintaining and improving its streets as other big cities.

Chicago's race problem isn't mentioned, and apparently it wasn't included in the study beyond checking on the percentage of non-white shoppers now buying at Englewood Plaza.

But Englewood Plaza is very near the center of Chicago's non-white population, and the growth and spread of that population could be an important factor. This is a matter to be considered, whether it proves to be important or not.

But these are relatively minor questions. They don't change the problems that exist. Englewood Plaza will have to make a big decision before too long, and it won't be an easy one. How successfully it meets its challenge should provide an insight into the probable future of other centers similar to it.



# Loyalty Is A Two-Way Street

Do your salesmen think well of you and the company they work for? Have you earned *their* respect by giving them *yours*? You know what you expect of your men. Here's what they have a *right* to expect of you.

By DARREL HOLT  
The Toule Company  
Minneapolis

**R**READING the morning paper the other day, I noticed that a friend of mine was being transferred to another city. I called him later, from my office, and offered my services in selling his house.

He thanked me, but said that I was the second person to have congratulated him on his promotion. Another real estate man had been to see him earlier and had made quite an impression. Although my friend wanted my opinion of the sales value of the house, it was clear he thought the other salesman could do a better job for him. I wondered why.

"The thing that got me about the salesman was that he spoke so well of the people he works for. He spent more time telling me what wonderful guys his bosses are than he spent telling me what he would do to sell my home."

This made me wonder what *our* salesmen said about *their* company. It seemed to me that the things that make for good relations between employer and employee must be definable.

We know, for example, that loyalty and mutual respect aren't a one-way street. Management must feel the same way about its salesmen as it expects them to feel.

A clear definition of duties is essential. You can't fulfill expecta-

tions without knowing what's expected of you. The wise employer makes ground rules, and makes them as few as possible. He lives up to them himself, and then insists his employees do likewise.

Team support — throughout the entire organization must be given the team's producers. The Milwaukee Braves wouldn't draw two million people without producing, but they wouldn't produce as they have without the backing of the crowd.

Organizational morale is, of course, part and parcel of good public relations. You have to encourage good competitive spirit, but without encouraging tactics that are to the detriment of the public. There has to be a carefully drawn line separating the two.

Disputes inevitably arise from this kind of competition. You can no more avoid them than you can play baseball without an umpire. But you can *minimize* them by swift, sure justice.

In the long run, decisions made after a fair hearing, by an impartial management, are better accepted than "deals" resulting from negotiations by the claimants.

When the participants settle a dispute on their own, the loser usually gets a share — especially if a commission is the crux of the



argument. Having once collected an unjustified commission, a man may be tempted to try again.

The old saying that "a salesman's time is his own" actually bears no resemblance to the truth. His time belongs to his clients and to his company. The fact his earnings are directly tied to his abilities by the commissions he gets doesn't relieve him from the discipline accorded other employees.

Elbert Hubbard said, "If you work for a man, for heaven's sake *work* for him! If he pays you wages that supply your bread and butter, work for him, speak well of him, think well of him, stand by him and stand by the institution he represents! If I worked for a man I would not work for him part of the time, but all of the time. I would give him my undivided service or none. If put to a pinch, an ounce of loyalty is worth a ton of clever knocking!"

He might also have said, "If a man works for *you*, for heaven's sake work for *him*! Speak well of him, think well of him, stand by him."

Watch for next month's  
JOURNAL and another article  
in this sales series!



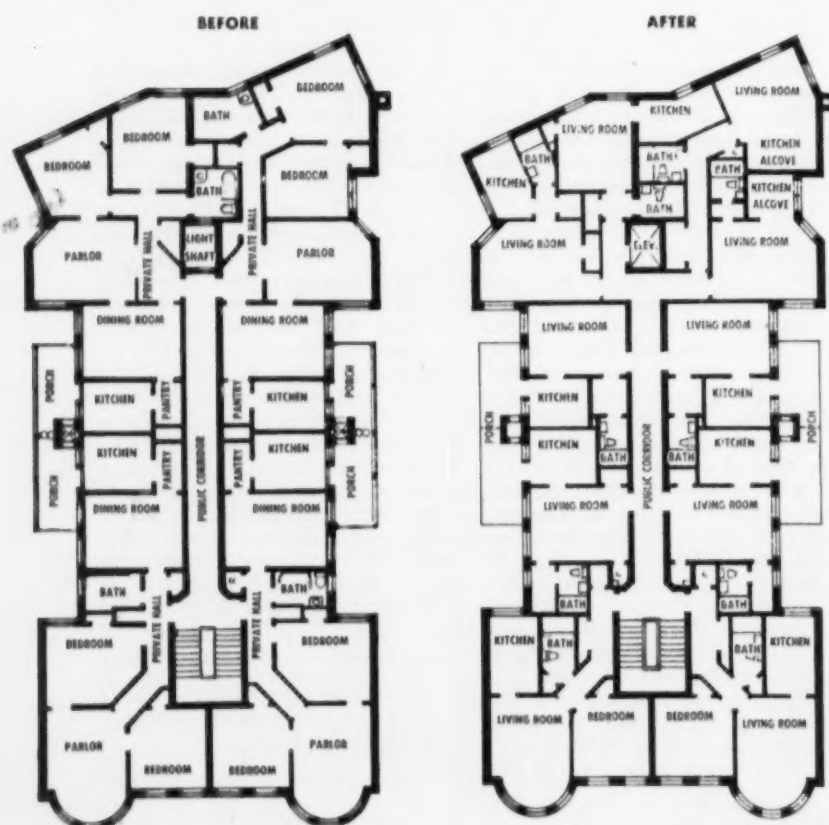


In this Washington, D. C. apartment building, biggest change in the exterior consisted in relocating the fire escape in the rear of the building, and repainting the whole structure. Renamed the "President Monroe," a collection of documents connected with that president have been mounted in a glass case in the lobby.

## Practical Modernization Pays

Modernization can be sensible and profitable. These Build America Better rehab contest winners show how — by spending enough to really improve the property, and by not going overboard "gilding the lily."

Floor plan of the "new" building shows more economical use of space, how unnecessary rooms were eliminated, and location of new elevator. Total modernizing cost was \$90,000.



LEO M. Bernstein, Washington, D. C. Realtor, has made sensible modernization pay. Winning honorable mention in the 1954 housing modernization contest sponsored by the Build America Better Council, Bernstein converted a drab, deteriorating apartment house into an attractive building with a bright future.

The building was purchased in March of last year for \$80,000. It was a four-story walk-up, with 16 apartments of four rooms, kitchen and bath.

Expenses, before remodeling, were \$6,700 a year. Income was \$14,880 a year.

Remodeling included these steps:

- 1) Relocating the fire escape in the rear of the building, constructing a firewall, painting the exterior.
- 2) Replacing all wiring and plumbing.
- 3) Installing modern kitchens and new tiled baths, changing the layout of each apartment.
- 4) Putting a new brick wall in the old light shaft and installing a modern hydraulic elevator.

The purchaser put \$35,000 in cash into the property. The building now has intermediate financing of \$125,000 and a lender has offered to put a permanent loan on the property of \$140,000.





Typical bathroom and kitchen in Bernstein's remodeled apartment building, showing the thoroughness of the modernizing

job. New plumbing and wiring were installed throughout and kitchens completely equipped with new cabinets and appliances.

## BABC Contest Winners



Edward Roodberg of Los Angeles won first place with his rehabilitation of this 60-year-old, seven-room house. Purchased for \$750, Roodberg re-located the house 12 miles away on a \$4,500 lot. He invested \$7,600 rehabilitating it, converting it into a one-story, gable-roofed strictly California type home. The front porch was removed, picture windows replaced old style windows on the front, a new entrance way, central corridor and small bath were added. The new kitchen features an oven, range and dishwasher mounted in birch cabinets. Total investment, \$12,800.



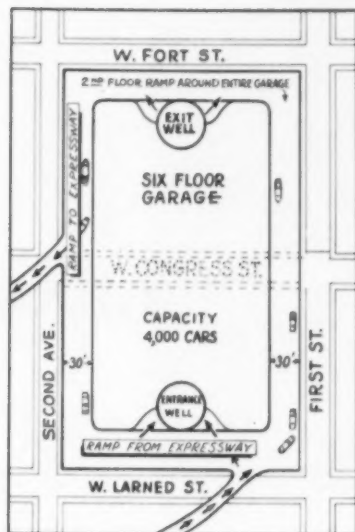
Best rehabilitation of a small, multi-family structure was won by Herman Schmidt of Washington, D. C. Schmidt bought the group of apartments for \$3,000 per building, all of them badly deteriorated. Outside toilets and wood-burning stoves were standard equipment. Schmidt converted the units from single apartments with kitchen and living room downstairs and two bedrooms up, to separate units up and down, each having one bedroom. At an average cost of \$7,300 for each building, Schmidt installed modern baths and kitchens, refrigerators, ranges, cabinets and hot water heaters. Rents range from \$59.50 to \$66.50 per month.



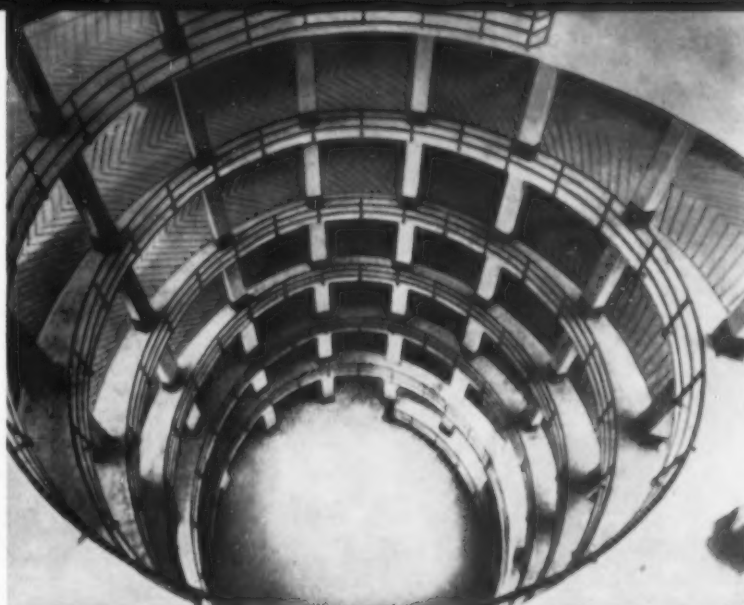
Best rehabilitation of an apartment building was won by Mrs. Flora K. Tierney of Louisville, Kentucky. Acting for an out-of-town owner, Mrs. Tierney decided to rehabilitate the 68-year-old building. It contained 36 rooms, which Mrs. Tierney converted into 14 two-room and five one-room apartments. The exterior was completely overhauled. Inside, wallpaper was removed, plaster repaired or replaced, new wiring put in where necessary, hot and cold running water provided, new plumbing equipment installed, and gas heat took the place of coal stoves. Total cost of the rehabilitation was \$12,100. Rents now range from \$12 to \$15 per week for the two-room units, and \$8 to \$11 per week for the one-room units, including all utilities.







Plan of Detroit "Auto Terminal" proposed by Realtor Leonard Reaume shows ramps leading to and from John C. Lodge Expressway. Motorist entering from Expressway would drive right into garage.



View down ramp of "Autorimessa" shows simplicity of entrance and exit plan. Driving directly onto ramp leading from Expressway eliminates major parking garage problem — congestion in adjoining streets, particularly at rush hours.

**T**HE most convenient parking garage I've ever encountered."

That's how Leonard Reaume of Detroit, former NAREB president, describes the "Autorimessa" in Venice, Italy. This fabulous parking garage, accommodating 2,500 cars, has prompted Reaume to recommend an adaptation of it to help solve Detroit's parking problems.

The key factor in the success of the Venetian design is its tie-in with the expressway system leading to the main city. Reaume proposes taking the same advantage of Detroit's expressway system, locating the garage close to the heart of the downtown area, with inlets and outlets leading directly from the garage to the expressway.

This would eliminate, Reaume says, the serious problem of congestion right at the doorstep of parking garages. It would move traffic in and out without creating new traffic bottlenecks.

In design the Italian garage combines vast parking area with real efficiency.

Cars leaving the expressway enter the garage and move up circular ramps to levels with available space. Attendants direct the cars in, give each motorist a ticket.

Leaving the garage and returning to it, the motorist makes use of push-button elevator service. He pays his check when re-entering the building, goes up the elevator to his car, and drives out — directly onto the expressway.

The need for numerous parking

(Please turn to page 42)

## Detroit Realtor Proposes ... "Direct-Flow" Parking

Can this Italian system of self-service parking relieve congestion in our cities? Leonard Reaume of Detroit says yes. Traffic flowing smoothly in and out of expressways on connecting ramps is the key to success. It combines efficiency with space.



"Autorimessa" in Venice, Italy which Reaume visited on trip to Italy last year. Restaurant and bar suggest possibilities of store and shop locations. The "Autorimessa" handles 2,000 cars and is called by Reaume "the most convenient I've seen."



# ... Buyers Want Built-In Luxury.

PHOTOGRAPHS BY TATCH, BAER AND CLEVELAND



Dutch cupboard in dining room has space for displaying pewter ware, chafing dish and tea service. Large drawers hold linens, china.

**P**ROSPECTIVE home buyers ... and nothing catches their eyes. As the years lie grow, the problem of where to put hobby equipment and other things becomes more acute. The builders of the home have recognized the problem and supplied the answer.



Wall long cupboards hold everything necessary for working at home at the built-in desk. Note spacious bookcase and cabinet below set into the end-wall paneling.





Space in the children's room is provided by shelves and cabinets. Toys go below where they are easily accessible to the children.

day, are looking for more space quicker than built-ins. As families do with children's toys, books, which are accumulated becomes pictured on these pages have real answers packed with sales appeal.



Walls on both sides of hallway between bedroom and bath are equipped with closets and roomy built-in chests of drawers.

Drawers, cupboards and a window framed cabinet are built in around the counter type lavatory to provide extra storage.



Cupboards and bookshelves round corner between open kitchen and living area. Record player is in bookcases beneath.

THE women's service magazines have a lot to say in word and picture about homes and living, and ways to do things in connection with homes. So do the important newspapers.

But when real estate outfits have home sites to sell, they think people won't read.

There are lots of beautiful places on earth. One of the most spectacularly beautiful is the San Francisco Bay area. If there is a more breathtaking and indescribably thrilling view than San Francisco, the Bay, and the Contra Costa area from Marin County I'd like to see it.

Here is an outfit with land to sell in Marin County. Whether they're the tawny hills of summer or the green ones of winter, the hills are all majesty and splendor. They hump and roll under a varying cloud-and-fog blanc mange and sunshine — a celestial dessert for Jovian beings of the ether. And

turn unanchored man into a pillar of responsibility.

Real estate people sell magic that makes worth while the saving and striving — they sell physical things, but in many places they also throw in (no extra charge) some billion dollar sea or sky — a greater girth of heart and chest for the purchasers — or a view to set the one-time King of Naples sighing.

So what do they do when they advertise?

They buy white space and put into it 20 or 30 words without enthusiasm or life or blood in them. They offer home sites as though the human mind were marble and the concept of home as dynamic as a cemetery lot.

What are advertising writers for? Not to lie, not ever to exaggerate specifications of a proposition or an item for sale. But surely to spin the tenuous threads of dream into desire. Surely to weave

## He Boosts Sales

Here's a trade-in house plan that works. The secret of its success is aggressive promotion and clear explanation to clients.

TRADE-IN house systems that will really boost new home sales take a great deal of thought. The Edward Rose Sales Company of Detroit has a plan that works quite well. Its success depends on aggressive promotion and simple, low pressure presentation.

Rose explains the plan with a small brochure, headed, "The Edward Rose Trade-In House Plan — Advantages and Alternatives." The message starts like this:

"Let us suppose you are a property owner. You want to buy a new Edward Rose home. But, first you want to dispose of your present property so that you can apply what money you get out of it on the new Edward Rose home.

"When this is the case, you can do one of three things: 1) try and sell the house yourself; 2) have the Edward Rose Sales Company, or some recognized real estate broker of your choosing, try to sell it for you, or 3) use the Edward Rose Trade-In House Plan."

The message goes on to point out how speedy the trade-in plan is.

Here's how the plan works: The seller and the company agree on a fair price on the used home. Then a new Rose home is put in the name of the seller, and a purchase contract signed.

The company makes whatever repairs and improvements are necessary to make the old home more saleable. When the old home is sold, the seller pays off the mortgage and makes his downpayment on the new home with what's left.

If the old home isn't sold by the

## Looking at the Retail Ads

By CLYDE BEDELL\*

You have to sell intangibles when you sell real estate, and our author says your advertising should be written accordingly. Get your ad copy off the ground — into the blue sky!

at twilight, humans — microscopic in the grandeur of their surroundings — view sunsets finger-painted in light and fire by God Himself.

The shaggy eucalyptus trees lift the Chantilly lace of their leaves against the greying sky, and the peace that comes from nothing so much as the sublimity of expansive earth and heaven — is for free!

Here is where the eye, in giant strides, surveys colossal glory. Here's where man gets an immense perspective of the handiwork of the architect of a universe. Here is where a man with \$15,000 for a home feasts his eyes on the same Miss Magnificence of nature as a millionaire.

Real estate people sell emotion and the heart's desire — they sell roots for the growing of beautiful and wonderful families. They sell adventure and love and fun. They

the warp of reason with the woof of aspiration.

I don't know, but I think this particular Marin real estate must be sub-standard, or someone advertised with his brakes on and in reverse. Even with lots "priced from \$4,500 — terms," it takes heart and head to sell well — and economically.

("That's all well and good," you say, "but I'm no Shakespeare and ad space costs money." Can more effective real estate advertising be written without professional help or big expense? The JOURNAL will welcome your opinions — do you think this expert is giving practical advice?)

\*Mr. Bedell is a consultant in creative advertising and advertising training. This article is reprinted from *Advertising Age*, Jan. 24, 1955 — pp. 98, by special permission. Further reproduction is forbidden without written consent from the publisher.

# With Trade-Ins



This home, occupied by two sisters and their husbands, was traded in on two Edward Rose homes like that at left. Old home sold for \$20,000 including reconditioning and repairs. Pointing up tile, redecorating inside and out, repairing storm windows and screens cost about \$1,000. The new homes sold for \$14,700.

time the new home is completed, Rose buys it at the agreed price. Rose pays off the mortgage and gets the difference, less 5% sales commission, the amount of the down payment and mortgage costs on the new home, and a \$750 fee to cover reconditioning costs of the old home and the financial risk assumed by the company.

Final settlement is made within 90 days after the customer has occupied his new home.

Success of the operation depends on several factors:

1) Public acceptance of the trade-in idea, based on educating home-buyers about the way it operates and the advantages it offers.

2) Getting home-buyers to put a realistic price on their old home. Over-priced homes that won't sell would lead to over-investment by the company.

3) Aggressive merchandising and promotion are essential. Rose uses television, display advertising, direct mail, and a clever little brochure explaining the trade-in procedure.

The brochure, with cartoon illustrations, takes the prospect through the operation from beginning to end, giving specific details and examples. The prospect is always given the idea that at the

end of the road there is an Edward Rose home for him. "What's the advantage?" the prospect asks.

"When you finally do dispose of your old house," the brochure says, "you usually are forced to rush around and find somewhere else to live. Because of the short time element involved, the chances are you'll wind up buying a house in a location that you're never quite satisfied with. Or, you may be forced to rent for a while. This necessitates paying the cost


of moving twice, plus whatever your rent may be."

The simplest and easiest way to get the new home you want is to use the trade-in plan. Sales Director D. E. Munro says that "public interest in the Detroit area has increased to a point where approximately 75% of our prospective buyers are anxious to obtain full details."


Of the trades taken in by Rose, all have been sold so that the company has had to purchase none.

### Let us suppose...

YOU ARE A PROPERTY OWNER.




YOU WANT TO BUY A NEW Edward Rose HOME.




### But

FIRST YOU WANT TO DISPOSE OF YOUR PRESENT PROPERTY—




SO THAT YOU CAN APPLY WHAT MONEY YOU GET OUT OF IT ON THE NEW Edward Rose HOME.




### When this is the case.

YOU CAN DO ONE OF THREE THINGS

TRY AND SELL THE HOUSE YOURSELF.




HAVE THE Edward Rose SALES COMPANY, OR SOME RECOGNIZED REAL ESTATE BROKER OF YOUR CHOOSING, TRY TO SELL IT FOR YOU.



Or

USE THE Edward Rose "TRADE-IN HOUSE PLAN"



An attractive brochure explains the Edward Rose trade-in plan in "shirt-sleeve" terms. Cartoons make the layout sparkle.

**In the face of a possible tighter money market this year,  
you'll need to sharpen your techniques  
for obtaining mortgage money. Here are some  
sound ideas from JOURNAL readers.**

**A**FTER a near-record home building year, stimulated by a soft money market, Realtors may now be faced with more difficult financing days.

Realtors and home builders remember how the money shortage cut into sales in 1953. With forecasts of outside competition for mortgage money, the industry is looking for ways to improve their methods of obtaining financing.

A recognized FNMA and the new Voluntary Home Mortgage Credit Program promise to help somewhat, but you're going to have to depend most on your own ability to arrange financing.

To help you improve your mortgage procedures, JOURNAL editors asked a representative group of Realtors about their methods.

Should you deal with several lenders or with one lender exclusively? Because lenders have become more specialized in the types of properties they'll invest in, some of those queried say it's necessary to deal with several mortgage sources. Others say it is still best to deal with one source whenever possible.

Loren L. Whitehead of Rockford, Illinois, comments: "We try to place all loans with one savings and loan, but we maintain good relations with other outlets and use them when necessary."

Gordon Williamson of Detroit says it would be best to deal with one lender if it were possible to depend on that lender's handling all types of loans. "But different lenders are interested in different types of properties. We are doing sufficient volume so that we frequently persuade a lender to handle one loan that he may not care for particularly in order to have one or two loans that he may like to make."

Marcus London of Hattiesburg, Mississippi, believes that a minimum of three lenders is advisable to cover a variety of loan applications. "Some lenders are in and out of the market and interested in different types of properties and loans. One of the ways we can improve our mortgage source is to submit only those applications that have a reasonable chance of being approved. We should fill out our applications completely and accurately and answer all questions truthfully if we want to improve relations with our lending sources."

On the question of improving relationship with the lenders Earl Snyder of Snyder-Mitchell of Compton, California, says "We must take a realistic view of both the lender's position and the borrower's position. I have found that one of the most frequent com-

plaints against brokers is that they do not report realistically the property to be used as security for the loan. Either they do not know its value as loan security or they are over-optimistic.

"If the house, for example, has no foundation, it is just as well to say so in the first approach to the lender. He is probably intelligent enough to find it out for himself. The same thing is true of construction in the neighborhood. It has been my experience that it is better to under-evaluate the property to the lender in the first approach than to over-evaluate it."

Snyder says his company has not tried to keep contact with lenders, except for FHA loans which are offered to the banks. "We refer all other loans to a firm of loan brokers. These brokers have six or eight regular sources of money which cover a wide range of different types of prop-

## Improving

erty. On new properties the variation is not more than \$100 to \$500 with the average lender. We receive practically no commission on our loans, partly because the brokerage rate is low. Our office finds that this saves time and worry and, because we are not large enough to maintain a loan department, our approach has to be different."

So the consensus is to have as few lending sources as possible, still giving a wide variety of lending practices. This provides a well-rounded loan service to your buyers, avoids confusion, and improves lending relationships.

Many questions are asked by realtors and builders about how they can prepare the prospect for the mortgage application and interview.

Frank Baumann of New Ulm, Minnesota, says he thoroughly discusses the loan and the borrower with the lending agency and then accompanies the borrower when making the application. "I always advise the borrower to give a full and true picture of his financial status and advise him of the types of questions that will be asked so that he can be prepared."

### ***How to meet your mortgage needs***

- *Deal with one lender as much as possible.*
- *Be on good terms with as many sources of mortgage money as you can.*
- *Learn the kinds of mortgages different lenders want.*
- *When you report properties for loans, make your reports honest and realistic.*
- *Advise the applicant of the kinds of questions he'll be asked.*



London says "You should inspire confidence by explaining the true facts of the case to the applicant from start to closing. We ascertain the applicant's estimated income and then advise him as to the pattern of loaned income. It is important to estimate the time element from the start of the loan application to the expected date of closing and then allow a few days extra."

Peter Yegen, Jr. of Billings, Montana, says, "It is necessary to thoroughly explain to the prospect the seriousness of lending money and that it is, therefore, necessary to make loan applications quite comprehensive. We go over the questions with the prospect to be sure he knows the answers to all of the various questions. If not, we help him get the answers."

"Our office has always taken the positive approach to the mortgage application," Earl Snyder re-

marks. "We are not over-awed by applications because we wrote up scores of them in the beginning days of FHA. If the broker has not familiarized himself with the mortgage application, the buyer soon senses it. Some lending institutions like to take their own applications, and in these instances, we explain to the borrower this method of doing business. On these occasions we always accompany the borrower to the lending office and help him interpret application terms."

In a competitive money market, realtors and builders need to put forth special effort to obtain financing. It is generally agreed that nothing takes the place of regular personal contacts with lending agencies.

On this question of special effort, Gordon Williamson says, "If a prospect wants to buy and his ability to pay is within reason, we

either place the application where we are reasonably sure of acceptance or we shop around until we find a lender who will agree to make the loan."

Loren L. Whitehead says, "No special effort is required except in obtaining help from private lenders — and that's mainly a job of prospecting. It is a special selling job to get owners to sell on contract for a deed, which accounts for 30% of our transactions."

F. W. Baumann explains, "When a loan is above 66 $\frac{2}{3}$ % of the borrower's earnings and will not permit the size of monthly payment necessary, I usually find private parties to carry the loan."

Most realtors and builders agree that the best way to obtain mortgage financing is, as J. M. Boland of Pensacola, Florida, puts it: "Be conservative and give superior service in servicing mortgages during the term."

## Your Mortgage Financing Methods



# Ownership<sup>®</sup> . . . . .

"UNDER ALL IS THE LAND"

A program to stimulate the most  
powerful asset of a successful Realtor . . . .

## *Word-of-Mouth Recommendations*

What is your best source of prospects? Most leading Realtors will answer such a question with a determined, "Word-of-mouth recommendations."

Call them word-of-mouth recommendations, personal references, referrals, or what you will, a successful Realtor is largely dependent on what people are saying about him. That's the foundation of his business.

Recommendations are important to any business man but because of the very nature of real estate, third party influence is especially important to you as a Realtor. You serve a client relatively few times in his lifetime. People can't sample your wares or your services. You have no national brand to talk about. You have essentially no standardized product to sell. Rather you are selling your integrity and your service — your skill and experience and knowledge of real estate.

So how can you stimulate favorable recommendations? How can you keep favorably before the people of your community?

First, you must merit confidence by dealing fairly, wisely, and conscientiously. But you can go further in developing that confidence and goodwill

by rendering a service to those key persons in your community who are the best source of recommendations — employers of labor, civic leaders, prominent professional men from whom others seek advice. Because people know little about real estate and deal in it infrequently, they invariably seek the advice of those persons whose opinions they respect. They ask, "I'm thinking of buying a house, what Realtor would you suggest I see?" or "What do you think of Jones Realty?"

Working with leading Realtors, NATIONAL REAL ESTATE AND BUILDING JOURNAL has developed a program to fill this long-felt need in public relations — a program for the exclusive use of one outstanding Realtor in each community. OWNERSHIP, this new service, helps enhance reputation, build goodwill, and mold favorable public opinion for the Realtor who is selected for the franchise.

OWNERSHIP tells the up-to-date real estate story — the facts about your business — interestingly and authentically to the influential persons in your community. But most important, it renders a service and impresses upon these people the high standards by which you operate — the way you do business. OWNERSHIP commands the respect and interest of those members of your community who are in the best position to refer others to you.

The exclusive franchise for the use of OWNERSHIP is available to Realtors only and is awarded to only one qualified, recommended firm in each community.

If you are interested in learning whether the franchise is available in your community and in being considered for this program, address your inquiry to



"Living House" — the house that teamwork built. Of the 60 houses in the Severin development, 40 were sold the first day. Two demonstration houses were built, each one completely furnished. A site sales office was set up in the garage of one model. Prospects were guided through both houses, shown the lots, and returned to the office for closings.

## Selling Houses By Selling Teamwork

Here's a California developer who uses "teamwork" as the basis of his whole promotion. Result: 40 sales the first day from two model houses.

**P**LANNING and production teamwork is the keynote of this Southern California development promotion. Stressing through all their advertising and promotional material the cooperation among developer, builder, decorator and architect, the Severin Company of San Diego, California, forcefully dramatized the completeness of preparations behind its "Living House" subdivision.

Through the combined efforts of these specialists, the ad material emphasizes, it is possible to produce a truly quality home at a really moderate price.

In a 60-house development, two complete model homes were built. Fourteen salesmen were used both during the opening and the following week, working on a straight commission basis. A permanent crew of three salesmen stayed on after the first week.

To get maximum effect from each demonstration house, the sales office was set up in the garage of one of the models. Visitors were directed through the first house and into the second. Company representatives were stationed along the way to answer questions.

As the people came out of the second house, salesmen took interested prospects and showed them the available lots. Returning from the lots to the sales office, the sales were closed on the spot, with an official of a mortgage company on hand to help with basic financing information.

The effectiveness of the promotion is clear from the fact that 15,000 people viewed the two homes on opening day, and 40 homes were sold that same day.

Ten floor plans were available, each presented in an eight-page, three-color brochure. The brochure stressed again the teamwork idea:

"The Living House . . . produced for you by one of the most outstanding talent-teams in the history of home building . . . brought together by the Severin Company for just one purpose: to produce a luxury family home for modern living at its best at the lowest possible price."

Advertising and promotion were handled by the Phillips-Ramsey advertising agency of Los Angeles, and included special sales meetings for the staff, use of a public address system at the opening, and radio and newspaper advertising.

The remaining 20 homes were quickly sold and another project is in the planning stage. The houses were all four-bedroom, with two baths. Features in-

cluded Hotpoint garbage disposer and electric dishwasher, Nutone exhaust fan, and an over-size double garage.

Among other features were Briggs plumbing fixtures, Holly wall heaters, Ra-Tox folding doors, Matco asphalt tile, Formica pullman-type lavatories, U. S. Gypsum dry wall, Fenestra windows, Mission water heaters and Nordahl sliding doors.

Selling price on the homes was \$13,700, with a veteran's downpayment of \$695.



Compact and efficient kitchens included several important features — garbage disposer, electric dishwasher and exhaust fan. Houses were all four-bedroom, with kitchen, two baths and garage, and sold for \$13,700. There are 60 in the project.



# Should You Take the Listing?

By MORRIS R. SCOTT

A NEW salesman usually starts by getting every possible kind of listing. His only criterion is, "Can I get the owner to sign a listing card?" He soon reaches the point where he has to discriminate. The principals which he works out should include these:

1) Seek listings where the price the owner will take (listed or implied) is within the selling range. If the owner's idea of price is unrealistic, withdraw courteously without asking for a listing. Since the house wouldn't sell at the asking price, you have avoided listing the house of an owner who would fret over no sale.

If the owner asks what the house will bring, you have an opportunity for discussion. In some cases, the owner will list at an effective price.

2) Seek listings within an area you can cover comfortably. In a large city ringed with suburban towns, you might find yourself covering too large an area in showing three comparable houses.

Consider the advantages of concentrating in a particular area. Once you decide, your expenses will go down, you'll save your strength, and you won't wear out your customer.

3) Seek listings within a price range you find adapted to your selling personality. You may warm to houses in a certain price range. The people who look at homes in that price range may appeal to you. If so, you can talk enthusiastically about the merits of that particular house and its individual charms.

4) Seek listings within the type — residential, commercial or rural, you wish to handle. When you choose your type stick to it. As you list in your chosen area, you may run into "owner sale" signs on other types of property. If you list it yourself you will have to look up a different set of customers at the expense of neglecting your own prospects who really want to buy. Turn in an information slip



Is it better to take any listing that comes along, or should you specialize in certain types? Here are helpful suggestions.

on the other property to the office salesman who is handling that particular type and concentrate on your field.

5) Seek a closed listing only after consulting your sales manager. A closed listing, to your broker, may imply an obligation to advertise vigorously, perhaps to hold open house, to invest time and money which might add up to a considerable sum. When you become an experienced real estate salesman you will be encouraged to use your own judgment on accepting closed listings.

Newer salesmen are too likely to take a closed listing at a price which would not move the house. The results are disappointed pros-

pects or an owner who resents being beaten down on selling price.

These are principles which will give you a fair chance to convert listings into sales. A few salesmen chase rainbows — listing only houses which they think will sell fast.

The listings you seek and the listings you accept won't always coincide. For favors to friends, for your company's advantage, for your whimsy which may prove a keen selling sense, you'll go outside any set of rules.

A recap of your past year will show whether the exceptions you allow are foolish or wise. If the exceptions make sales, you can always change your rules.

## Seek listings which are:

*Within the selling range*

*Located in an area you can cover comfortably*

*Priced in a range adapted to your sales personality*

*Within the type of property you sell best*



Besides many electrical features of the house, cork as a flooring material, an automatic sprinkling system, fireplace and full-size two-car garage were included.



The all-electric kitchen featured by Talcott & Jay. The refrigerator at left has been painted to match the wood finishes. All work counters are hard surfaced.

# Homes Our Readers Are Building

## • IN SOUTHERN CALIFORNIA

**"Jenny Lind" — electric luxury.**

AT Hillview Estates in the Santa Ana area of Southern California, Talcott & Jay, builders and developers, are featuring "electric luxury" in their new homes. Outstanding features of the one-story, three bedroom houses are the General Electric Weathertron air conditioning unit and the all-electric

The three bedroom home featured in Chillicothe Manor is offered first to employees of the AEC at a rental of \$85 per month. Builders plan 1,500 units.

## • IN OHIO

**This rental housing project provides homes for AEC employees.**

CHILLICOTHE Manor subdivision is the site of 140 new three-bedroom homes, and the development is unique in that all the homes are rental units. Built by the Chillicothe Building Corporation, the homes are offered to persons employed by the Atomic Energy Commission. If not occupied in 30 days after being offered to



kitchen. A Thermador built-in range and oven, electric dishwasher and garbage disposer by General Electric, a Hotpoint electric refrigerator and Trade Wind exhaust fans provide the latest in kitchen equipment and appliances.

In keeping with the modern theme, a "Path of Light" system has been installed to eliminate the necessity of ever entering a dark room. Further modern touches include the use of cork as a floor covering material and a completely automatic sprinkling system for the garden and lawn.

Eight-page supplements were carried by key local newspapers to announce the opening of the development. These special sections carried ads from suppliers, subcontractors and manufacturers plus complete editorial coverage on all features of the house. The opening campaign was followed up by ads on four successive Sundays in the local real estate section of the newspaper. In addition, all persons visiting the development were given a folder featuring the Talcott & Jay story, and advertising material of all participants in the project was kept readily available. Special displays were placed in the garage of the model home showing other Talcott & Jay designs and a plot plan of Hillview Estates. As a result of this cooperative advertising program more than 5,000 persons went through the model home on opening day.

AEC employees, they are made available to the public. Base rental for these units is \$85 per month and the FHA fixes additional rates for any appliances included.

In addition to the homes in the subdivision, the builders are erecting 1,500 more units to serve the southern Ohio area. These units, too, are leased on a base rental of \$85 per month.

There are four different exterior designs and all homes have two bedrooms on the first floor. The second floor contains an additional bedroom, closet space and large storage areas on either side of the hallway.

Features of the home are Frigidaire electric ranges and refrigerators, Kohler plumbing fixtures, Boro wood kitchen cabinets, U. S. Gypsum Sheetrock, General Electric light fixtures and Pittsburgh plate glass windows.



The finished house built by Larsen. Due to economics achieved by use of the new floor construction method, this home sells for 3% less than the current market price.

## • IN WASHINGTON

### New subflooring method enables Seattle builder to cut costs by 5%.

**I**N Seattle's North Ridge Tract, Kenneth Larsen, president of Continental Construction Co., is building and selling 70 homes at a sales price 3% below the current market range for other comparable homes. He does it by using a new technique developed and tested by Douglas Fir Plywood Association. The new method has been used on five new homes ranging in price from a \$25,000 custom-built design to tract homes selling in the \$15,000 bracket.

Larsen's system calls for one-inch fir plywood functioning as combination sub-floor and underlayment. The foundation and floor construction starts with a foundation form which is carefully leveled in a 24 by 44-foot rectangle with a 2x4 set between notches left in the foundation for floor beams. The 2x4 remains in position and is used as a nailing piece for the plywood sub-floor. Two continuous footings are formed and poured in the 44 foot length inside.

At four-foot intervals 4x6 beams are laid at right angles to lengthwise girders which rest in notches located in the outside perimeter of the foundation. Then four-foot long 2x4s are used to halve all of the eight-foot spans.

Once this work is completed, the one-inch Douglas fir plywood sub-floor is laid in place on the framing. The plywood functions as a continuous beam over two 48-inch spans. The panels are laid at right angles to cross beams and with the edges supported by the framing.

By using this construction technique, Larsen builds the floor area flush with the footings, eliminating the need for concrete landings and steps at the entry, the back door and between the utility room and garage. Larsen's method has been approved in accordance with FHA MPR's (minimum property requirements) permitting floor beams to be set into the foundation flush with the top.

Application of the plywood to the floor framing system. Fir plywood sub-floor also serves as underlayment. Girders are flush with concrete footings, lowering entire house.







View of motel from major highway. Pylon on the corner stops motorists during the day as well as at night, yet it's not the usual neon sign. What's more, it cost less than most of the signs you see

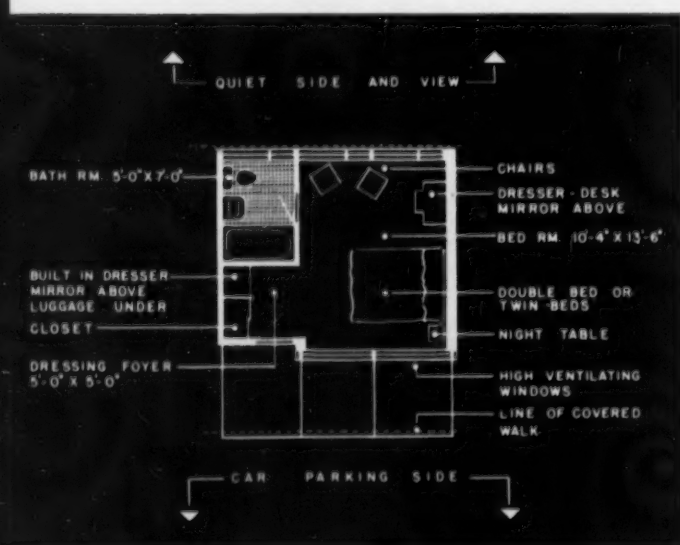
every day. The wedge hanging below the big sign is the "No Vacancy" marker. It can be seen from both directions. Notice how the trees were kept for a more natural atmosphere.

## Plan Your Motels for *Easy* Maintenance

**I**F YOU'RE planning a new motel, the Milroy can give you some good ideas. It was built on a tight budget — actual cost was about \$12 per square foot — yet it combines low maintenance with maximum quality and eye appeal. It's an example of what can be done with careful product selection, attention to detail and good planning.

The Milroy has 20 units all accessible from a central lounge by means of a cantilevered, covered walk. If business stays the way it has been, another 20 units will soon be added as well as a swimming pool, playground and air conditioning. It is located in the Catskill Mountain area, Catskill, New York.

Floor plan of typical unit shows size and furniture arrangement. Furnished, each unit cost about \$4,500. The use of built-ins for dressers saves in furniture cost and upkeep. Bathrooms feature Crane plumbing. Note how the windows face away from the road and traffic noise.



OWNERS - MILTON AND ROY ZWICKEL, CATSKILL, NEW YORK  
SLATER AND CHAIT, ARCHITECTS OF NEW YORK CITY



Back or private side of the motel shows straight runs of masonry for building ease, lower construction cost. The trellis in foreground is stained with a creosote stain which contrasts with the blue green exterior walls. This stain goes on quickly and preserves the wood, making maintenance nil. Paint used on cinder block water-proofs it. The building's flat roof saves materials and labor. Built-up roofing with light colored gravel reflects the summer heat.



In the central lounge a metal hood fireplace reduces masonry to a minimum. Walls are redwood, beams and columns are stained. Here you can see the forced hot water base board heat (Kritzer) which is easy to install and provides even heating throughout room. Large glass area (Pittsburgh Plate) faces road to attract passersby. Below this lounge is the boiler room, storage room and caretaker's quarters.

This unit has a connecting door to another unit for greater flexibility. Beam and plank construction saves in both material and labor. Ceiling beams continue outside and support the cantilevered, covered walk. The expense of columns and their footings is eliminated. Between the beams are small sashes which open for cross ventilation. Plastic wall covering (Varlar Wall) results in low maintenance. Wall surfaces are also insect-proof, stainproof and washable. Furniture was selected for lightness, ease of maintenance and durability — wrought iron legs, plastic tops, foam rubber seats, plastic woven fabrics and natural wood.





John A. Gilliland is a partner in Knight, Orr & Company and is executive vice president. The company is prominent in real estate sales and subdividing, as well as mortgage financing. Mr. Gilliland, a Realtor, is also past president of the Mortgage Bankers Association of Florida and is presently a member of that organization's Board of Governors.

**"We are most pleased with the way Perfect Home is received,"**

says John A. Gilliland of Knight, Orr & Company of Jacksonville, Florida.

**P**ERFECT HOME has had a wonderful reception in Jacksonville," says John A. Gilliland, Vice President of Knight, Orr & Company. "There are more people wanting to receive it than we can supply. If someone is removed from our mailing list we receive telephone calls and letters from them asking to be put back on it.

"PERFECT HOME goes to a select group of influential people, and they are most appreciative of it — and we are most pleased with the way it is received," Mr. Gilliland continues.

Knight, Orr & Company is typical of the hundreds of leading real estate, home building and home financing organizations that are associated with PERFECT HOME. All these firms recognize the vital importance of cultivating public confidence and good will.

PERFECT HOME enhances the reputation of these companies by stimulating third party influence. The dignity and unexcelled quality of PERFECT HOME reflects the integrity, stability and leadership of the sponsors associated with it.

The remarkable readership achieved by PERFECT HOME is the result of painstaking research and preparation. The newest ideas in home design and construction, interior decoration and products and materials are presented, attractively photographed and interestingly described.

Costs of PERFECT HOME are shared among sponsors across the nation, and reproduction and mailing expenses are shared with local companies active in various aspects of home building.

There is a limited number of exclusive, annually renewable franchises available to qualified organizations. If you believe you qualify, address your inquiry to



**STAMATS PUBLISHING COMPANY**

**CEDAR RAPIDS, IOWA**

**The large, low-income family needs a large, low-cost home!**

**RICHMOND'S** *Peerless*  
**MORE THAN 1000 SQ. FEET  
 OF FLOOR SPACE FOR \$2989!**

**CHECK  
 THESE  
 SPECIFI-  
 CATIONS  
 NOW!**

160 sq. ft.  
 Master Bedroom  
 Conventional  
 2 x 4, 16 o.c. Framing  
 Aluminum Windows  
 256 sq. ft. Living Area  
 Redwood Sliding  
 Closet Doors

Birch Cabinets  
 Really Adequate  
 Dining Area  
 Your Choice of Exterior  
 and Front Elevations  
 Self-Aligning Wall Panels  
 Quality Construction  
 Throughout

Insulated  
 Sheetrock or Plaster  
 Formica Counter-Tops  
 Window Walls  
 Factory-Applied  
 Cedar Shakes  
 Deluxe Van Packer  
 Chimney

Look—more than 1000 sq. ft. of floor space in a *quality*-constructed home that sells for only \$2.65 per sq. ft.! It's **PEERLESS**, Richmond's new pre-fabricated home—now giving low-budget families **BIG** living area without sacrificing your profits.

The **PEERLESS** "secret of success" is **DESIGN**, and Richmond's staff perfected a plan that appeals to lending institutions, turns prospects into happy home-owners, and lets you enjoy a real profit advantage.

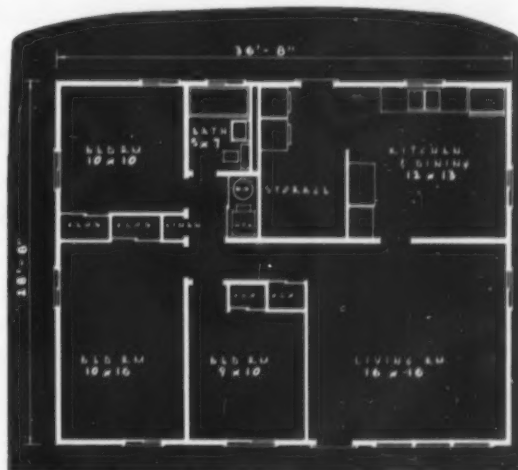
Yes, **PEERLESS** has ample floor space—the feature that **SELLS** the low-income brackets. There's a huge, 256 sq. ft. living room, a spacious dining area, a 160 sq. ft. master bedroom, plus generous bath and kitchen areas. And, every specification *proves* that there's built-in quality that has always distinguished the entire Richmond line!

For big space, high quality, and real **SELL**, nothing in the industry can top Richmond's **PEERLESS** . . . **1051 sq. ft. of good living and HIGH PROFITS!**

Write **NOW** for Richmond's new **PEERLESS** Plans and Cost Figures!

Get the amazing story and start building your profits today!

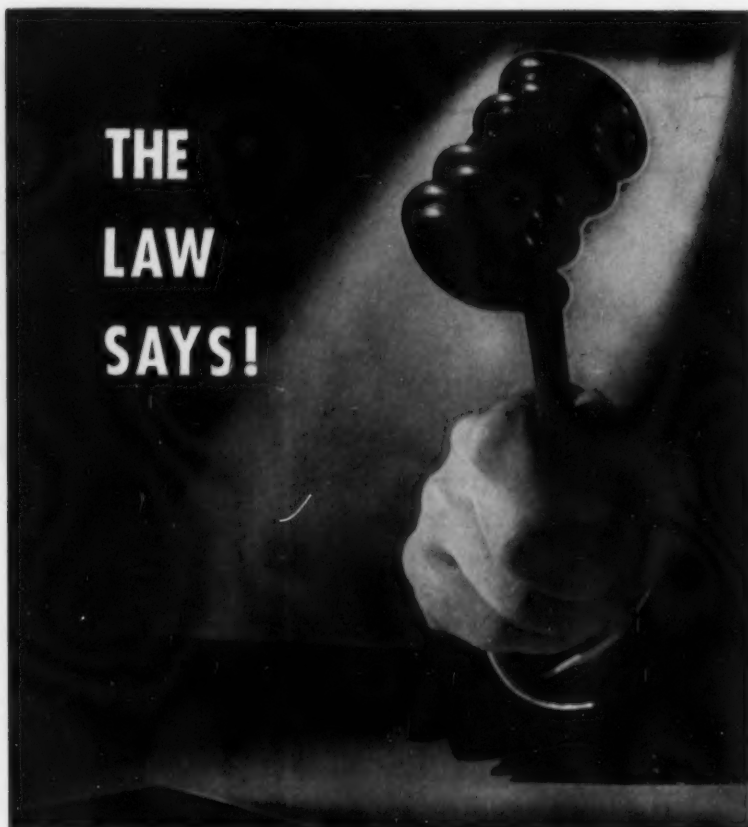
Investigate Richmond's **FREE Finance Plan!**



**RICHMOND HOMES, INCORPORATED**  
 DEPARTMENT N • RICHMOND 1, INDIANA • PHONE 8-1989



# THE LAW SAYS!



By GEORGE F. ANDERSON

as they come," but the court couldn't see it this way. The court said that if he had gone out to look at the lots he would have seen the encroachment and this should have led him to inquire, and if he had inquired he would have learned of the lease, and this would have led to the rights of the contract purchaser.

The court said: "It is well settled that whatever is sufficient to put a party upon inquiry is notice of all facts which a pursuit would lead to, and that possession of real estate is notice that the possessor has some right in the same. Therefore, when one purchases land in the possession of a third party, he is bound to take notice of whatever facts an inquiry as to the rights of such possession would lead to. We said in *Whitaker vs. Whitaker*, 83 Ill. 381 (and in substance in many other cases) that 'the possession of land by a party through his tenants, is notice to all the world of his rights in the premises, and without inquiry of him no one can claim to be an innocent purchaser, as against him'."

What is the Doctrine of Notice? Are unrecorded rights in real estate recognized if you ought to have known about them but didn't? Does failure to record a deed void that deed in event of sale of same property to a third person? Our legal expert says —

THE Doctrine of Notice is one of the trickiest doctrines in real estate law. It is the doctrine that unrecorded rights in real estate are recognized if you know about them, or if you ought to have known about them. Real estate lawyers must always be on the alert for such rights. They must be alert as to unrecorded mortgages, as to the grantor being a dummy, as to outstanding contracts of sale, as to rights of parties in possession. If there is a sale sign on the premises, the Chicago Title & Trust Co. will not pass the title without a letter from the real estate man or other satisfactory proof that he has no other interest in the premises than that of broker. He may have an unrecorded deed or trust deed, or more likely, he may have an exclusive that contains an option to buy.

The case of *Mallett vs. Kuehler*, 141 Ill. 70, carries the doctrine to its limits. Emma Jenkins sold lots

3 and 4 on Vincennes Rd. on an installment contract. The buyer, after signing the contract, went out to look at the lots. He observed that the barn on the adjacent lot 5 encroached on lot 4. He said to the neighbor, "Your barn is on my lot." The neighbor said, "So what?" The vendee said, "I am not going to stand for it, that's what." As a result of this little tete-a-tete the neighbor agreed to pay \$10 a year for use of lots 3 and 4.

What do you think Emma did? You won't believe it. She sold lots 3 and 4 to another buyer conveying them by warranty deed, saying nothing about the installment contract. When the contract buyer learned about this he filed a suit for specific performance asking also to have the warranty deed cancelled. The grantee said, "You can't do this to me. I'm an innocent purchaser for value without notice, and I'm about as innocent

THE Recording Act provides that unrecorded instruments shall be void as against subsequent purchasers and incumbrances without notice and for value, whose deeds or mortgages are recorded first.

If you buy a building and do not record your deed, and the grantor subsequently conveys it to me, and I record my deed, I get good title and the deed to you is void.

If I knew about the deed to you, or ought to have known about it, I am not a bona fide purchaser and do not get good title.

In some states a purchaser by a quit claim is held to take subject to prior unrecorded instruments, but in Illinois the rule seems to be contrary. *Brown vs. Banner Coal & C. O. Co.*, 97 Ill. 214.

A judgement creditor is probably not a bona fide purchaser. *East St. Louis Lumber Co. vs. Schnepfer*, 310 Ill. 150.

A mortgagee under an absolute deed, with a separate defeasance, is as a rule protected by the record of the deed, without a record of the defeasance, although in some jurisdictions the defeasance must also be recorded in order to give notice. *Burdick on Real Property*.



# Who Should Handle Closings?

JOURNAL readers say closings should be handled by the broker with the salesman present, although some rely on their attorneys. All say that courtesy should be used in order not to jeopardize the sale.

**A**NYONE who has ever handled a real estate transaction knows that closing the sale is usually the toughest part. Many a sale has been lost through carelessness or plain lack of courtesy during the closing.

How do you handle closings? Do you let your salesmen handle them? Should attorneys be present?

The JOURNAL, surveying representative Realtors with these questions, finds that the majority of them won't entrust the closing of a transaction to their salesmen.

G. E. Mayer, sales manager of the Robert A. Cline Company in Cincinnati, says that closing officers or attorneys handle closing in his area. "We have our salesman present, because he knows all the

details. He sees that everybody is notified of the closing time and place, and that all the papers are in order."

Cline says this gives the salesman an opportunity to have additional contact with lending institutions.

The Dow and Condon office in Hartford, Connecticut has no set rule on closing. It depends on the salesman. "Sometimes we go with the salesman, sometimes not," company officials say.

Voorhees Realty in Boise, Idaho, relies more on its salesman in closings. "We have salesmen close their own transactions because they are acquainted with the buyers and all the terms of the sale." This gives the salesman the feeling he's seeing everything through to

completion, these Realtors say, although they do make a point of being there to assist.

Harold Condict, Orlando, Florida Realtor, is another who believes the broker should handle the closing, but in the presence of the salesman.

At the Sumner D. Hersey office, in Natick, Massachusetts, the closing procedure differs. The sales manager is in the office at all times to handle closings and any details that might arise.

Letting the company's attorney handle all closings involving FHA or VA loans is the policy of the Wheeler Nickell Company in Ashland, Kentucky. "We handle all closings on sales financed through the local building and loan offices," Nickell says.

## LOOK



If you operate  
in this area



We believe Home-Way can  
**INCREASE YOUR EARNINGS**

Please read this ad . . .

Attractive Sales Territories Open

## If you build 20 HOUSES or less each year...see HOME-WAY



- We furnish complete factory-built home. Meets requirements of modern building codes. You handle erection, utilities.
- Home-Way stays ahead of the field. New low roof line (see illustration) is highly popular. New ranch types; many other standard models. We can meet every family's needs.
- Quality material, carefully processed; rapid delivery.
- Cooperative advertising; personal dealer service.

HOME-WAY was featured by Look Magazine as one of America's top 15 in prefabrication.

We can help you get much bigger volume and much better profits. WRITE TODAY

**GBH-WAY HOMES, Inc.**

Dept. RE • WALNUT, ILLINOIS

## "Direct-Flow" Parking

(Continued from page 23)

attendants is eliminated, the circular ramp eliminates blind corners and danger spots, there's a minimum of delay for the motorist.

Reaume has proposed that Detroit build several "Auto Terminals" along the lines of the "Autorimessa," each having a capacity of 2,000 cars.

Each unit would have direct entrance to and exit from the expressway or main thoroughfare by overhead ramps. This would eliminate interference with traffic at street level. Thousands of cars would be eliminated from downtown traffic.

Such garages could be located away from an expressway, the gap being bridged by building ramps one story above street level, extending as far as four or five blocks to an inlet into an expressway or main street.

In this way congestion at the parking center would be avoided. Routes leading from the garage to the expressway or main thoroughfare would be built over inexpensive land — elevated alleys — end-

ing in a ramp which would direct the traffic into the main artery at a suitable location.

The office worker, particularly, would gain from the plan, Reaume says. A short walk of a block or two would hardly be a real inconvenience if it meant being able to travel on one main expressway from downtown to the outlying areas. Removing the great number of office workers' automobiles from downtown traffic would simplify the downtown traffic and parking problem for the shopper.

Reaume's plan is suggested as an alternative to the underground parking garage now contemplated. Such a garage he explains would only serve to complicate the traffic problem by pouring thousands of automobiles into traffic at critical hours.

Although designed to meet the problems of large cities, the plan is adaptable to smaller cities, where traffic and parking problems are frequently as complicated.

Reaume's interest in the matter is two-fold: As a Realtor, he has a natural concern for maintaining property values, and both as Realtor and citizen he has a natural

concern for seeking the most practical remedy.

Reaume is convinced the project could be handled by private capital. Sites would be acquired by the city through condemnation and then either leased or sold to building firms.

## Remember that . . .

"Few buyers or sellers of property know its value or can acquire the facility of learning it. They must lean heavily upon the representations of the broker. They will not do this unless they trust him."

—Weimer and Hoyt:

*Principles of Urban Real Estate*

"Underlying all types of business activity is real estate. The retailer occupies expensive store frontage, the value of which far exceeds his stock of goods. The manufacturer's plant is worth much more than any current stock of fabricated goods on hand. . . . Look into any kind of business activity and you will find that real estate constitutes a very substantial part of all underlying values."

—Stanley L. McMichael

## NATIONAL REAL ESTATE SECTION

For quick sales results on a property, product or service, use this section. Rates on request.

### SIGNS

Baked Enamel on 30 Gauge Metal

"Write for FREE SAMPLE, Illustrated Literature and Prices"

**LANCELOT STUDIOS**

100 SEVENTH ST., PITTSBURGH 22, PA.

### — WANTED —

A March 1954 JOURNAL. Can you spare yours? Our supply is exhausted. Miss Jean Adams, University of Southern California, University Library, 3518 University Avenue, Los Angeles 7, California, would appreciate your sending her one. . . Many thanks.

— The Editors

**REALTY  
SIGN  
SERVICE  
GREENVILLE, S.C.**

HEAVY 30 GAUGE, BAKED, 14 X 20 IN. LG. 1075 445 54.  
1 TO 5 DAY DELIVERY • CARSON SIGN WORKS, BOX 1003

### Training FOR

#### FUTURE REAL ESTATE

Brokers, Appraisers, Managers

Investigate our Home Study and Residential courses in Real Estate. Includes all phases of the business. Send for big FREE CATALOG today. No obligation. Approved for World War II and Korean Veterans.

**WEAVER SCHOOL OF REAL ESTATE**

(Est. 1936)

2020 Grand Dept. RE Kansas City, Mo.

AAA-1 rated Jr. Dept. Store Chain will lease or buy 75-ft. frontage and up in 90 to 100% area in cities 12,000 to 125,000 anywhere. Brokers' co-operation invited. Edw. Mitchell, 276 • 5th Ave., N. Y. C.

### WEATHERPROOF DAY-GLO CARDBOARD SIGNS

Write for Details

Satisfaction Guaranteed



"WE SIGN THE NATION"

**ACTIVE DISPLAY ADV**

1702 West 19th Street Chicago 8, Ill.

1000 EMBOSSED BUSINESS CARDS \$3.00. Fast prepaid delivery. Fine quality card stock. You can resell at \$4.00 to \$8.00 — profitable, successful mail order selling plan. Operate from home, have sparetime extra income. Complete details free. Lynne Products, 10420 National, Los Angeles 34, California.

### MAKE MONEY IN REAL ESTATE

Learn how to buy and sell property, businesses! Anyone can learn! New course tells how you can get started in a real estate business of your own. Write for FREE details.

**STERLING, Dept. 818,  
Great Neck, N. Y.**

### REAL ESTATE

**SIGNS** MADE TO ORDER AND IN STOCK  
a full line of ready made signs for the...  
REAL ESTATE ADVERT

Send for Price List

**RICHMOND SIGN COMPANY**

DIVISION OF SHAMEL PRINTERS INCORPORATED

222 SOUTH FIFTH STREET

RICHMOND 19, VIRGINIA

# Overdevelopment Of Shopping Centers Threatens The Economy

By ARTHUR RUBLOFF, *Chairman of the Board*

Arthur Rubloff Co., Inc.

**I**F THE PRESENT trend of shopping centers continues, it could very well destroy the value of millions of dollars of real estate through the demoralization of many of our established business areas as well as these new centers, and the result could bring about the foreclosure of more commercial real estate than any of us would care to see.

Unfortunately, because we have built without regard to proper planning and judgment, many areas are completely over-stored. Generally speaking, we do not need more stores — actually our need is for better stores. There is just so much spendable income in this country, as a whole, or as it may apply to any given municipality or locale. More stores, whether individual or grouped to form shopping centers or strip developments, competitive to already established business areas obviously will tap the spendable income supporting these business sections, and the end result is a division of sales that will ultimately support neither.

In many areas shopping centers are being built so close to one another that a fierce competition has developed between themselves for the spendable income in the area . . . a competition that is resulting in a "dog-eat-dog" survival-of-the-fittest situation.

While our population is increasing at the rate of 2.5 million per annum, the expansion of our retail or commercial properties is far in excess of our growth requirements.

I am a firm believer in the proper development of commercial shopping centers, or for that matter strip developments providing:

- 1) There is an absolute proven need for the facility.
- 2) There is the proven spendable income to support it.
- 3) These types of developments do not compete ruinously with already established business areas.

Upon these conditions I have continually advocated and encouraged the proper development as well as redevelopment of all types of commercial property. In some cities the effect of what I believe to be the over-expansion of shopping centers has already completely demoralized some third rate as well as some secondary business sections. For example, the following indicates the transgression of shopping centers on existing retail facilities in their respective cities, to mention just a few.

City (Metropolitan Areas)	Metropolitan Population (1950 Census)	Com- pleted	Under Construc- tion	Planning Stage
Columbus	406,321	5	2	\$10,000,000 development just announced
Chicago	5,494,600	10	4	22
Indianapolis	551,777	—	—	3
Louisville	530,768	—	—	4
Detroit	2,121,699	6	—	11
Milwaukee	871,000	2	—	4

There is a difference of opinion as to what a shopping center really is, but whether they are shopping centers or strip developments, approximately 1,800 have been built at a cost of many millions of dollars and hundreds upon hundreds more are either in the construction or planning stage. Hardly a day passes without a number of these developments being announced in cities large and small all over America. It has reached a point where almost anyone who owns a piece of acreage — located good or bad — has formed the conclusion that they have the perfect site or location for a shopping center.

Home builders who have erected anywhere from 300 to 1,000 homes augment their building programs by including either strip developments or shopping centers — and not necessarily with the altruistic view of offering convenience of shopping for their potential home buyers, but rather because they are of the opinion that here lies a profitable dollar. Little do they realize there is no more arduous or hazardous task than building a shopping center.

## CASH OR LONG TERM LEASE FOR HOTEL PROPERTIES!

Why not lease or sell your hotel to the  
world's largest hotel chain operating from

## COAST TO COAST

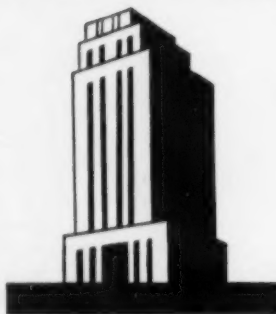
Our representatives will be glad to call on you  
and discuss your terms

For satisfactory arrangements, utmost dependabil-  
ity and outstanding security —

**WRITE or CALL COLLECT, H. J. DALDIN,  
REAL ESTATE DEPARTMENT, 3500 BOOK  
TOWER BUILDING, DETROIT 26, MICHIGAN  
'PHONE Woodward 2-5400**



## How to Successfully MANAGE-RENT — OPERATE BUILDINGS



**If you are concerned with the problems of managing, renting or operating buildings send for an introductory copy of BUILDINGS, The Magazine of Building Management.**

BUILDINGS, a sister publication of the National Real Estate and Building Journal, is the one magazine designed to help you with all phases of big-building management. Every month you'll find informative articles on such subjects as:

- ... renting and leasing
- ... decorating and layout
- ... air conditioning and heating
- ... modernization
- ... cleaning and maintenance
- ... new products and buyers' guide
- ... lighting and elevators
- ... and other management problems

So just fill in the coupon and we'll rush the current issue of BUILDINGS to you at no obligation.

BUILDINGS Magazine  
427 - 6th Ave. SE, Cedar Rapids, Ia.  
Send me the current issue of BUILDINGS for my inspection.

Name

Title

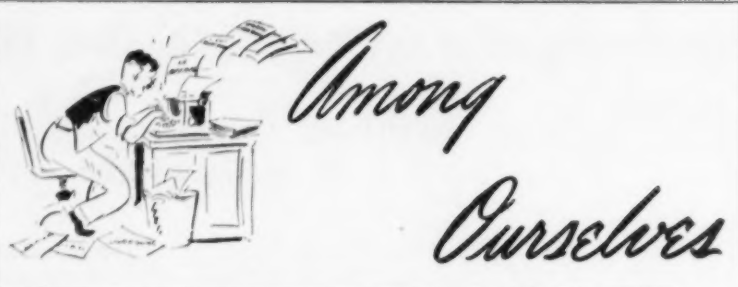
Firm

Street

City  Z.

State

NOTE: Regular rate is 1 year of 12 issues for \$4. ☐ Check here if you wish to subscribe now.



**For cities faced with the annual visits of migrant families, the U. S. Department of Health, Education and Welfare has published a booklet giving some practical advice. Five cities — Hollandale, Michigan; Hoopeston, Illinois; Cayuga, New York; San Antonio; and Fresno, California — are cited for the effective work they've done for migrant families.**

**Two-bedroom homes have fallen off so much in demand in recent months that in many cases builders are putting them up only on order. Three-bedrooms are tops, of course, with the demand for four-bedrooms steadily on the increase. Buyers want more living space — which you don't get by simply fitting three bedrooms into a two-bedroom floor plan.**

**How big is the motel industry? Here's the way William Spigler, director of the National Motel Show, puts it: "There are enough motels in America to house all the people of Delaware, Idaho, Nevada, New Hampshire, Vermont and Wyoming, with the population of Oklahoma City thrown in." That comes out to about 50 people per motel — 2.5 million people; 50,000 motels.**

**The Washington, D. C. Real Estate Board has voted to have an annual convention, and to make the most of it they're holding the first one aboard the S. S. Tradewind. The ship leaves Washington for Bermuda May 14th and returns a week later. Cost for the seven days is \$110 and up, per person, plus taxes.**

**Plagiarism of house and architectural plans and drawings was the substance of a case settled recently in California in favor of Cliff May and Chris Choate, designers of Cliff May Homes. The architect of the offending houses was enjoined by the court to deliver the infringing plans to the Clerk of the Court. The defendants had built about 31 of a 60-house tract in Santa Ana, California. May hailed the decision as a "very significant milestone . . . and very important to the industry."**

**Another entry in the lists on the side of those trying to put a 25% constitutional limit on personal income taxes is the newly-formed American Real Property Federation. The Federation also is supporting another amendment to the Constitution that would limit the size of the federal debt. The Federation hopes to bring about a third enactment as well, permitting owner-occupants of homes to deduct depreciation allowances.**

**President Leon E. Todd of the New Jersey Real Estate Commission has resigned after ten years' service. The reason; Governor Meyner vetoed an amendment on legislation that would continue the Commission's excellent educational program initiated by Todd and other state leaders. Todd believes partisan politics influenced the veto, and he plans to spend full time toward getting the legislature to override it.**

**The unfortunate thing about the governor's action is that the program has been hailed nationally as a model for other states. The Commission has been holding regional forums for licenses, publishing a quarterly journal and holding other types of training sessions. And it wasn't costing the taxpayers a single dime. New Jersey licensees, two years ago, had voted to double their license fees to support the program. The case serves to point up the need for keeping educational efforts of our industry above partisan politics.**



# CONSULT THESE SPECIALISTS...

## FOR REAL ESTATE SALES

- **CLEARWATER, FLORIDA**  
W. S. Shannon  
P.O. Box 1352  
Homes & Business  
Opportunities  
Profitable Co-Op  
Plan for Brokers
- **DENVER, COLO.**  
Garrett-Bromfield &  
Co.  
Security Bldg.
- **EDMONTON, CANADA**  
L. T. Melton Real  
Estate Ltd.  
10154—103rd Street  
9 Branches to Serve  
You  
Organized for Service  
Specialized for  
Value
- **FORT LAUDERDALE, FLA.**  
Jack Higginbotham,  
Inc.  
2882 E. Sunrise Blvd.
- **NEW YORK, N.Y.**  
Fass & Wolper, Inc.  
7 East 42nd St.  
Main Street Properties  
Anywhere in  
the U.S.A.
- **TAMPA, FLA.**  
R. C. Hilton, Inc.  
3338 S. Dale  
Mabry
- **TORONTO, CAN.**  
Barry E. Perlman  
972-4 Eglinton  
Ave. W.
- **WICHITA FALLS, TEX.**  
Ray Keith Realty  
Co.  
P.O. Box 2195

## FOR EXPERT APPRAISAL SERVICE

- **COLUMBUS, OHIO**  
William P. Zinn &  
Co.  
37 North Third St.
- **EAST ORANGE, N.J.**  
Godfrey K. Preiser,  
M.A.I.—S.R.A.  
1 N. Harrison St.
- **EDMONTON, CANADA**  
L. T. Melton Real  
Estate Ltd.  
Arthur E. Jellis—  
M.A.I.  
10154—103rd Street
- **FORT SMITH, ARK.**  
Ray E. Patterson  
M.A.I.—S.R.A.  
705 Garrison Ave.
- **MINNEAPOLIS, MINN.**  
Norman L. Newhall,  
M.A.I.  
319 Marquette Ave.
- **MONTGOMERY, ALABAMA**  
Lester H. Hall Appraisal Company  
411 Hill Building
- **NASHVILLE, TENN.**  
Biscoe Griffith Co.  
—Since 1914—  
214 Union St.  
Tenn.—Ky.—Ala.
- **NEWARK, N.J.**  
Harry J. Stevens,  
M.A.I.  
478 Central Ave.
- **NEWARK, N.J.**  
R. C. Hilton, Inc.  
3338 S. Dale  
Mabry
- **NEW YORK, N.Y.**  
Scientific Appraisal  
Corp.  
7 East 42nd St.  
\$200,000 values and  
up only.
- **PHILADELPHIA, PA.**  
Richard J. Seltzer,  
M.A.I.  
1422 Chestnut St.
- **ST. LOUIS, MO.**  
Otto J. Dickmann,  
M.A.I.  
1861 Railway Exchange Bldg.
- **TOLEDO, OHIO**  
Howard W. Etchen,  
M.A.I.  
Etchen-Lutz Co.
- **TORONTO, CANADA**  
Shortill & Hodgkins  
Limited  
2781 Yonge Street  
J. L. Stewart, M.A.I.
- **TUCSON, ARIZONA**  
Mark H. Klafner,  
M.A.I.—S.R.A.  
650 N. 6th Ave.
- **WASHINGTON, D.C.**  
Stanton Kolb,  
M.A.I.  
1237 Wisc. Ave. NW

## FOR REAL ESTATE FINANCING

- **BALTIMORE, MD.**  
S. L. Hammerman  
Org., Inc.  
Realtors—  
Mortgage Bankers  
16 Park Avenue  
Baltimore and  
Country Wide

## FOR IDEAL STORE LOCATIONS

- **ALLENTOWN, PA.**  
The Jarrett  
Organization  
842 Hamilton St.  
"Specializing  
Eastern Penn."
- **AUGUSTA, GA.**  
Sherman-Hemstreet  
Realty Co.  
2-1 Broad St.
- **BALTIMORE, MD.**  
B. Howard Richards,  
Inc.  
Morris Bldg.
- **COLUMBUS, OHIO**  
William P. Zinn &  
Co.  
37 North Third St.
- **EDMONTON, CANADA**  
L. T. Melton Real  
Estate Ltd.  
10154—103rd Street
- **KANSAS CITY, MO.**  
Moseley & Company  
Retail, Wholesale,  
Industrial  
Suite 1111, Insurance  
Exch. Bldg.
- **NEW ORLEANS, LA.**  
Leo Fellman & Co.  
829 Union St.
- **SARASOTA, FLA.**  
Don B. Newburn,  
144 So. Pineapple  
Ave.
- **SCHENECTADY, N.Y.**  
R. C. Blase,  
509-511 State St.
- **TOLEDO, OHIO**  
The Al E. Reuben  
Co.  
618-20 Madison Ave.
- **WASHINGTON 5, D.C.**  
Shannon & Luchs  
Co.  
724 - 14th St., N.W.

## FOR FARMS AND RANCHES

- **BRADENTON, FLA.**  
Walter S. Hardin  
Realty Co.  
26 years' experience  
Hardin Bldg.,  
402 - 12th St.
- **EDMONTON, CANADA**  
L. T. Melton Real  
Estate Ltd.  
10154—103rd Street
- **RICHMOND, VA.**  
G. B. Lorraine  
Law Building  
Broker's Co-operation  
Invited  
Write for  
Free Booklet—  
"Virginia."
- **VISTA, CALIF.**  
Robert N. Miller,  
333 E. Vista Way  
Write for  
Free Brochure

## FOR LAND PLANNING

- **WILMETTE, ILL.**  
Myron H. West  
916 Greenleaf Ave.

## FOR PROPERTY MANAGEMENT

- **COLUMBUS, OHIO**  
William P. Zinn &  
Co.  
37 North Third St.
- **EDMONTON, CANADA**  
L. T. Melton Real  
Estate Ltd.  
10154—103rd Street
- **DENVER, COLO.**  
Garrett-Bromfield  
& Co.  
Security Bldg.
- **TOPEKA, KAN.**  
Greenwood Agency  
108 E. Seventh St.

## FOR INDUSTRIAL SITES AND PROPERTIES

- **ALLENTOWN, PA.**  
The Jarrett  
Organization  
842 Hamilton St.  
"Specializing  
Eastern Penn."
- **MEMPHIS, TENN.**  
E. O. Bailey &  
Co., Inc.  
128 Monroe Avenue
- **ST. LOUIS, MO.**  
Otto J. Dickmann,  
M.A.I.  
1861 Railway  
Exchange Bldg.
- **COLUMBUS, OHIO**  
William P. Zinn &  
Co.  
37 North Third St.
- **EDMONTON, CANADA**  
Campbell &  
Haliburton Ltd.  
10029 Jasper Ave.
- **SCHENECTADY, N.Y.**  
R. C. Blase  
509-511 State St.
- **TORONTO, CANADA**  
Shortill & Hodgkins  
Limited  
2781 Yonge Street  
O. H. Hodgkins,  
S.I.R.
- **EDMONTON, CANADA**  
L. T. Melton Real  
Estate Ltd.  
10154—103rd Street
- **INGLEWOOD, CALIF.**  
Emerson W. Dawson  
P.O. Box 555
- **TORONTO, CANADA**  
Barry E. Perlman  
972-4 Eglinton  
Ave. W.
- **KANSAS CITY, MO.**  
Moseley & Company  
Retail, Wholesale,  
Industrial  
Suite 1111, Insurance  
Exch. Bldg.
- **TORRANCE, CALIF.**  
Alter Realty &  
Insurance  
1436 Marcelina Ave.  
13 Offices

### Rates for Advertising in the "Consult These Specialists" Department:

	Per Issue
2 lines — 12 issues —	\$3.00
2 lines — 6 issues —	\$3.50
2 lines — less than 6 issues —	\$4.00
Additional lines, 50 cents per issue. No charge for city and state lines.	

- **WICHITA FALLS, TEX.**  
Ray Keith Realty  
Co.  
P.O. Box 2195

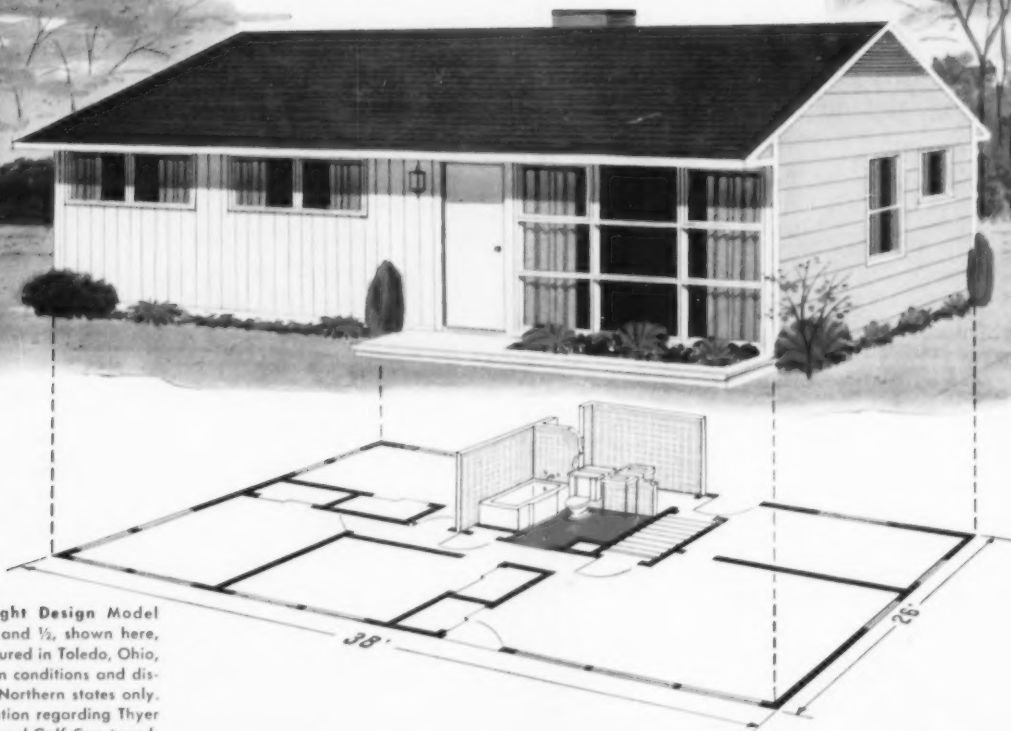
Best Bet  
for '55

Three out of four buyers are looking for a house like this. Larger families, real or expected, make 3 bedrooms a necessity, and an extra lavatory highly desirable. Today's home buyer is equally insistent upon distinctive styling, sound construction, top quality materials — and his pocket book is modest. In short, he wants a lot of house for his money. You can give him what he wants and still make a reasonable profit!

How? Build the "Thyer" way! Hundreds of progressive builders have found that Thyer factory-assembled, conventionally built homes, enable them to offer a better house for less money. Usually doubles the number of houses put up and sold in a year.

Why wait? Write for complete information today.

## 3 BEDROOMS with BATH and 1/2



Climate-Right Design Model 3280, bath and 1/2, shown here, is manufactured in Toledo, Ohio, for Northern conditions and distributed in Northern states only. For information regarding Thyer Southerner and Gulf Coast models, write to Jackson, Mississippi.

### THYER'S "SILVER PLATTER" PROFIT SYSTEM



**Financing Service** Your local Thyer Factory Representative will be glad to help you arrange construction and permanent financing for FHA, VA or conventional loans.

**Local Field Service** Thyer factory representatives located in 28 states are ready to assist you in land development, arranging financing, erecting, and planning local advertising and model home showings.

**Turn-Key Contracting Service** For developers who wish to build 100 or more houses at a time, Thyer can provide a turn-key building service that delivers houses at a bonded contract price. (At present this service is available in all Southern and in most Northern states.)

**National Advertising Support** A hard hitting program in national consumer magazines pre-sells your prospects — helps create buyer interest in Thyer Homes.

THE THYER MANUFACTURING CORPORATION

2850 Wayne St., Toledo, Ohio  
515 E. Yazoo St., Dept. 1, Jackson, Miss.